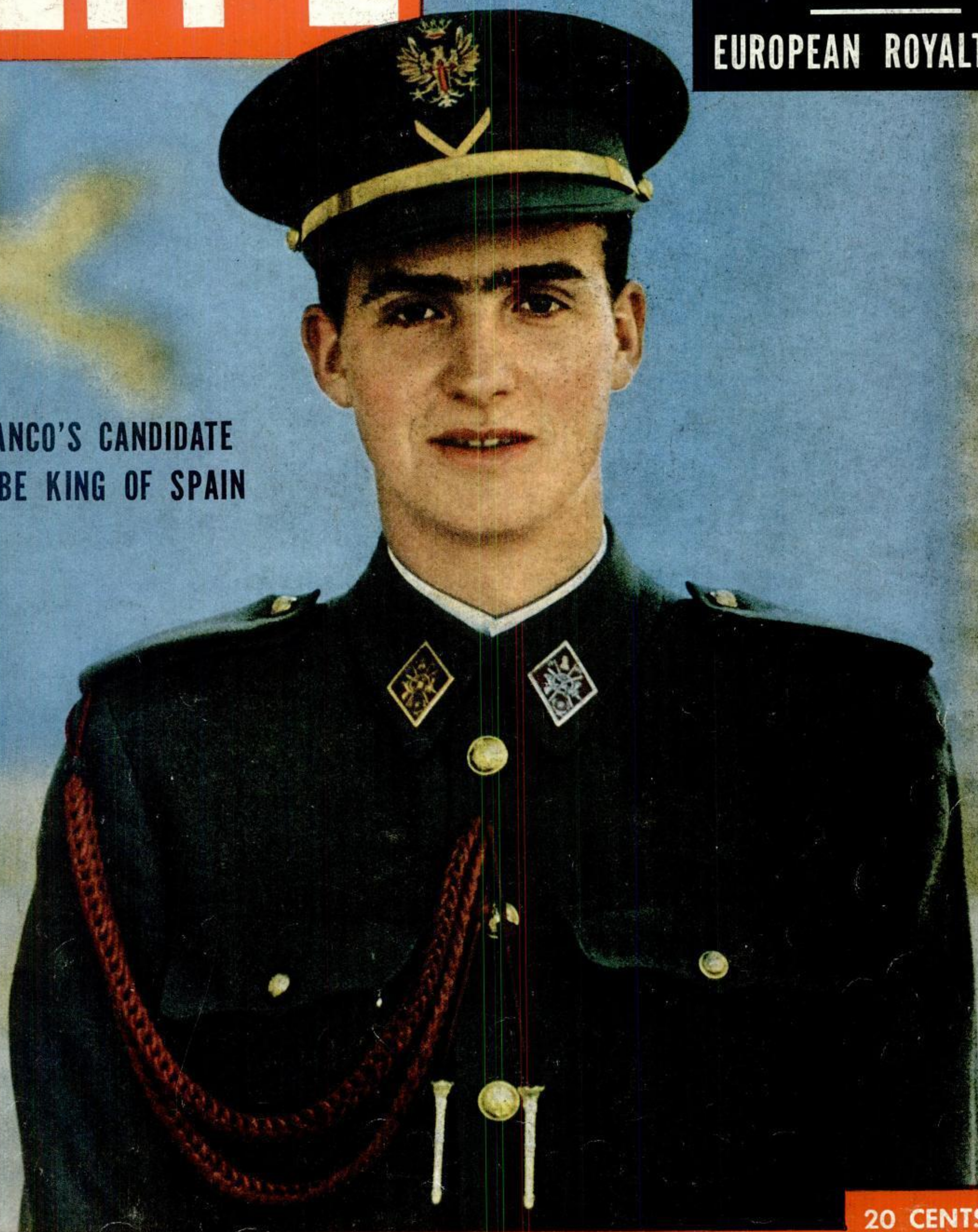


LIFE

CHIANG KAI-SHEK TELLS
OF COEXISTENCE WITH
REDS, WHY IT FAILED
—
EUROPEAN ROYALTY: II

FRANCO'S CANDIDATE
TO BE KING OF SPAIN



20 CENTS

JUNE 24, 1957

An illustration of a wedding reception scene. A bride in a pink dress and white gloves holds a bouquet of flowers, looking down at a groom in a white tuxedo who is seated at a table. A bridesmaid in a pink dress and white gloves sits next to the groom, looking up at the bride. On the table are two bottles of Pepsi-Cola, one labeled 'Pepsi' and the other 'Pepsi-Cola', along with glasses and a small box. The background features a white valance with tassels.

Have a Pepsi

the Light refreshment

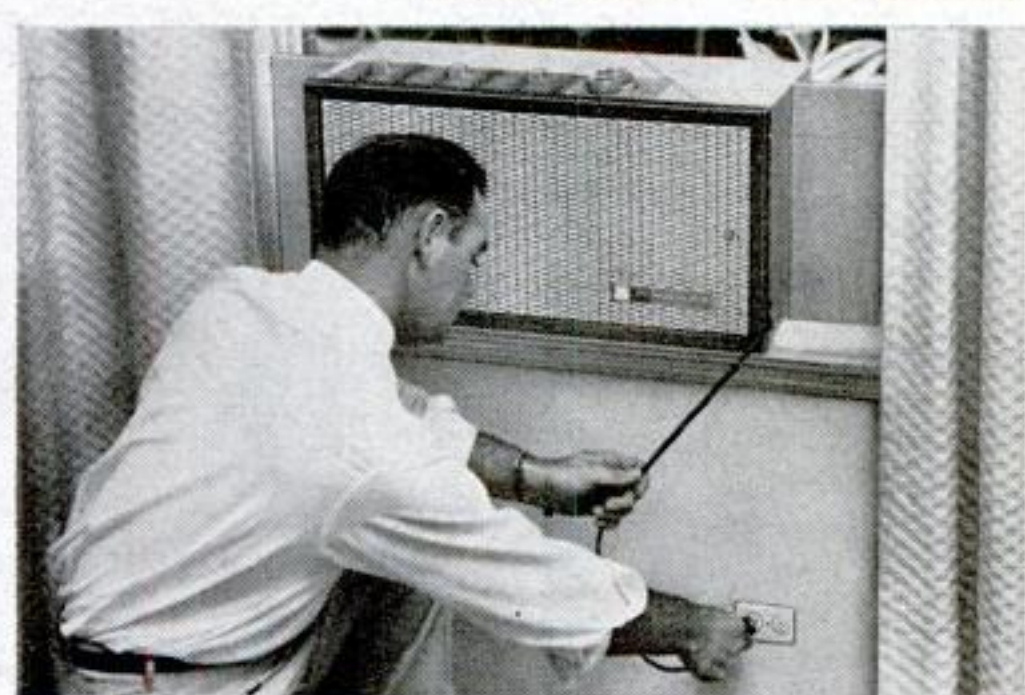
It's a long way from the bustling beauties in grandmother's wedding picture to the slim, trim bridesmaids of today. Modern diet—the trend to lighter, less-filling food and drink—can certainly take credit for the difference.

Today's Pepsi-Cola, reduced in calories, goes right along with this sensible trend. Never heavy, never too sweet, Pepsi-Cola is the modern, the *light* refreshment. Have a Pepsi.

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Great armada on review 24

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the new era's power and
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SECRETARY WILSON

A successful voyage 41

LIFE's "Mayflower II"
writer and photographer
team describes the fierce
gale and fine welcome
that ended the voyage.



CABIN BOY AND MOTHER

Generalissimo speaks 140

For the first time Chiang
Kai-shek gives a person-
al account of his fateful
years of dealings with
the Communists.



CHIANG KAI-SHEK

Bittersweet goodbye 130

Like seniors everywhere,
a member of Yale '57
spends his last college
days in celebration and
bittersweet farewells.



SENIOR ROGER HANSEN

Something nice in spice 73

A color portfolio shows
the spices Americans are
growing more familiar
with, and recipes sug-
gest ways to use them.



POPPY FLOWER

Kings without crowns 88

Part II of LIFE's articles
on the royalty of Europe
shows dethroned mon-
archs, pretenders wait-
ing in splendor, poverty.



HOPEFUL JUAN CARLOS

COVER

In the uniform of the General Military Academy of
Zaragoza, Prince Juan Carlos, the son of the
pretender to the Spanish throne, trains for
kingship with Franco's support (see pp. 88-100)

THE WEEK'S EVENTS

Eighteen nations join in a U.S. review of
modern naval power. Photographed by
Frank Scherschel and Hank Walker 24
Russia's B & K mind Ps & Qs in attempt
to woo Finns 30
The tension in the National Open golf
championship centers on the greens 32
Election in Canada produces upset of 22-year
Liberal rule and a new Conservative
leader, Diefenbaker 34
Through a gale, "Mayflower" makes port 41
Pro-West pair in Arab talks: Hussein and
Saud forge firmer tie and draw farther
away from Nasser 49
Nazi-raised Lidice arises 65

EDITORIAL

Still time to help Hungary 36

PHOTOGRAPHIC ESSAYS

Europe's chief royal claimants: a gallery of
hopeful nobles await calls to crowns.
Color photographs by Nina Leen 88
A farewell to bright college years. Photographed
for LIFE by Alfred Eisenstaedt 130

ARTICLE

Chiang versus Communism—his personal ac-
count: China's long-time leader reveals how
Reds repeatedly sabotaged "coexistence,"
which he tried. Part I. By Chiang Kai-shek 140

MILITARY AFFAIRS

All was set for the ICBM: the area was
missile-minded but... 57

SCIENCE

Rare fossils in three dimensions: desert find
yields prehistoric insects 68

MODERN LIVING

The spreading use of spices 73

MOVIES

Cash in the "O.K. Corral": a Western wins first
place in box-office ratings 80

RELIGION

Old rite unites temples: two Orthodox
synagogues merge in Cambridge, Mass. 85

FASHION

Maternity clothes are modeled by Rita Gam,
who is expecting 105
"A bevy of fair women" 129

THEATER

Big run for O'Neill plays: the late dramatist
has his busiest season 109

SPORTS

Baseball's early-blooming brawls 121

PARTY

Business executives gather to discuss
philosophy and have fun 161

OTHER DEPARTMENTS

Letters to the Editors 15
Speaking of Pictures: New York Aquarium
unveils a whiskery sight 16
Miscellany: upshot of a kiss 164

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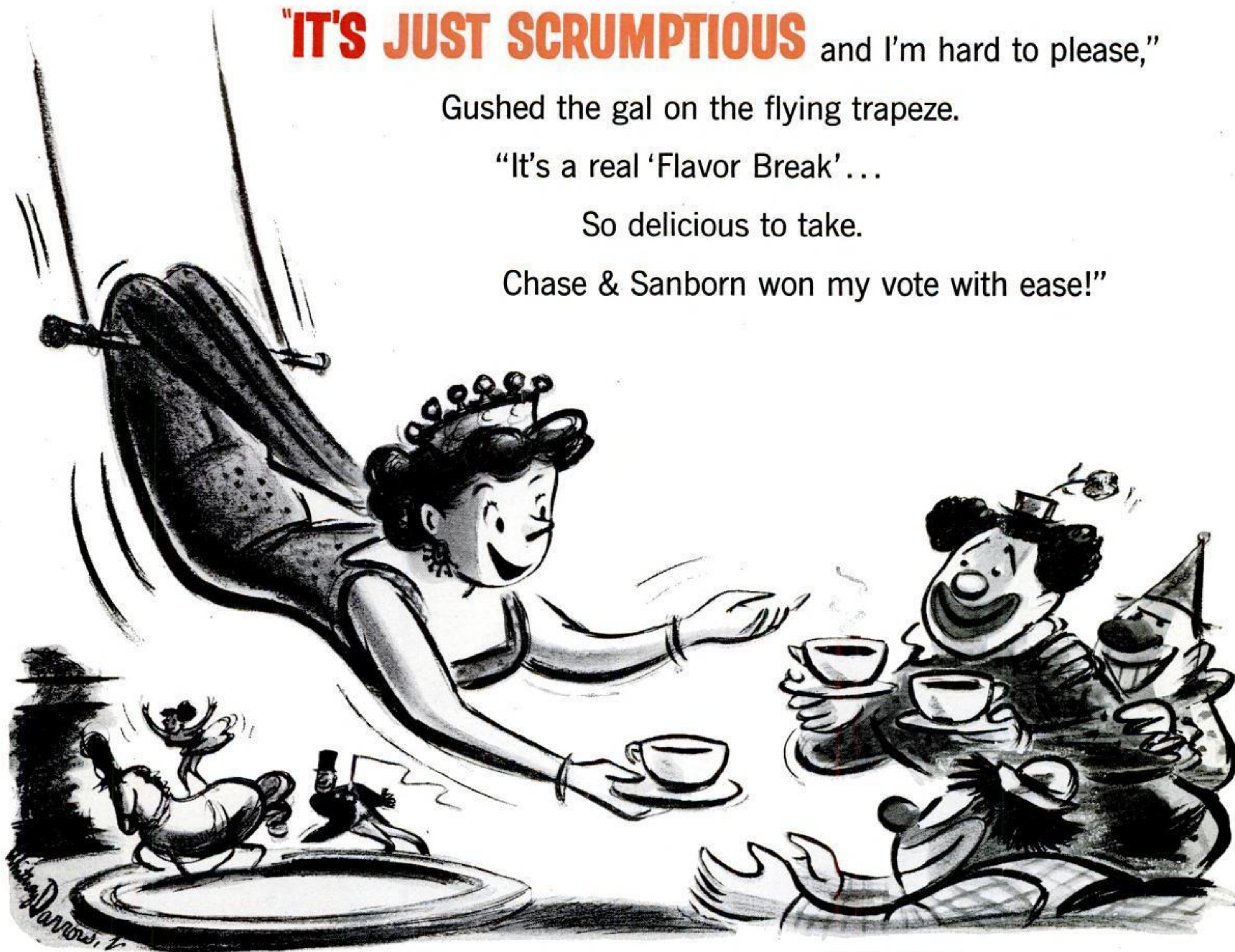
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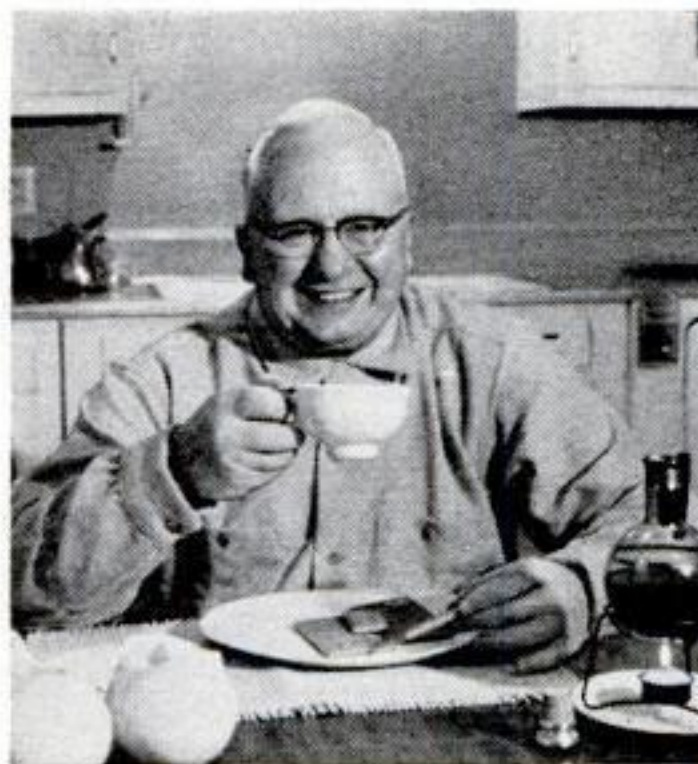
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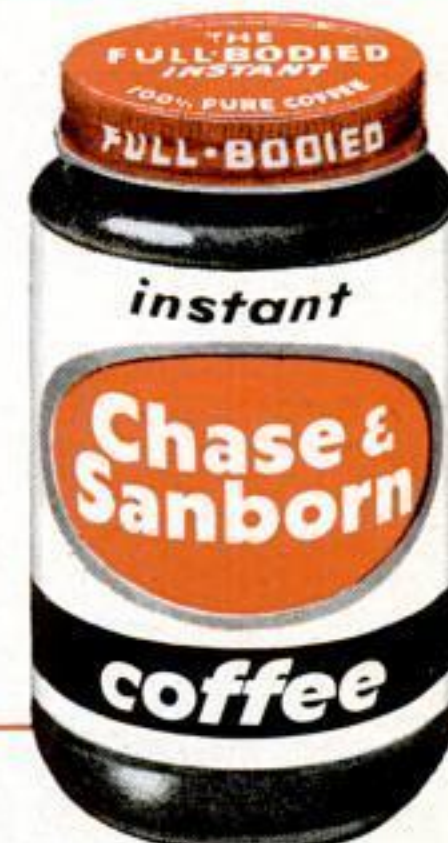


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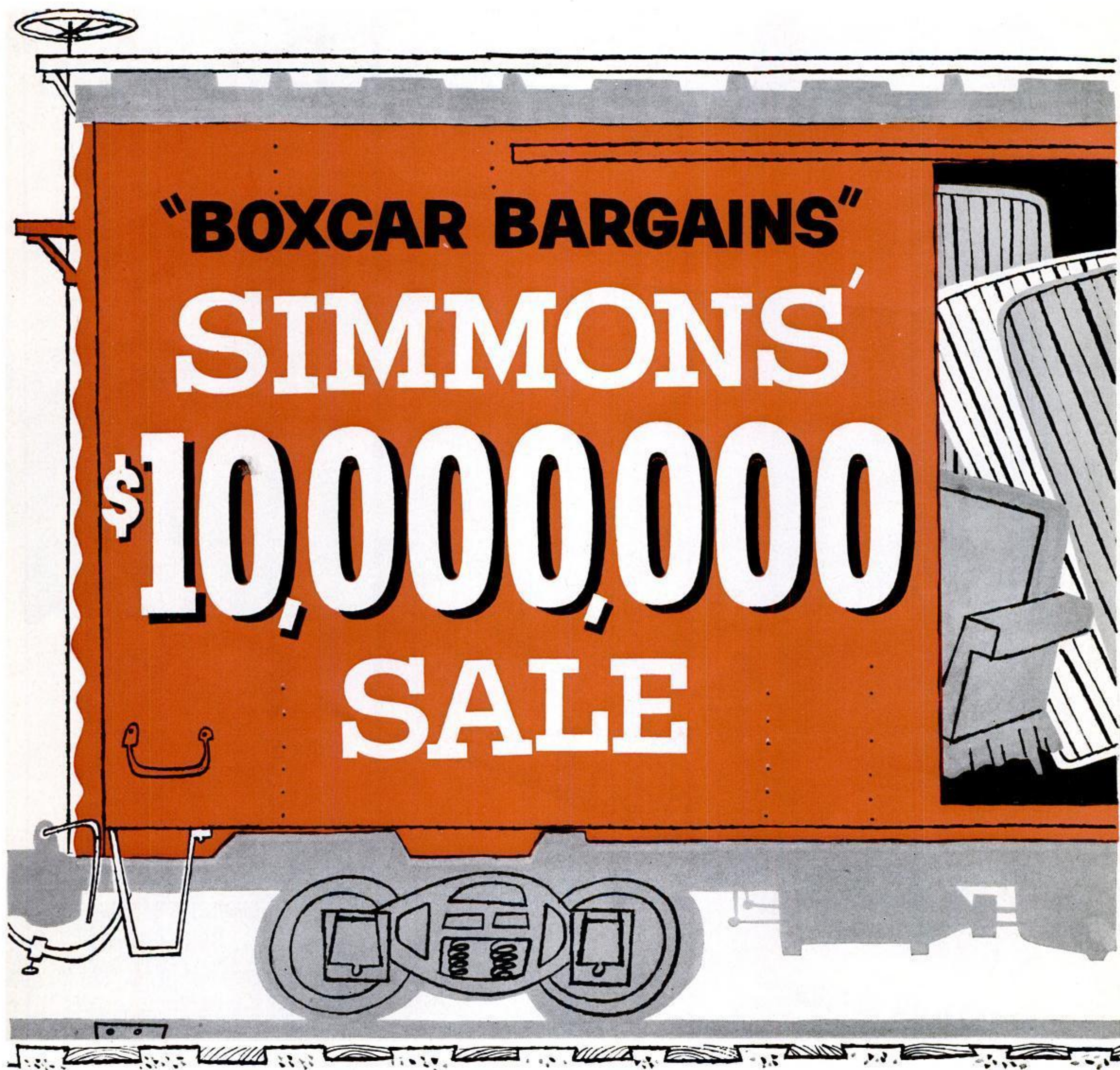
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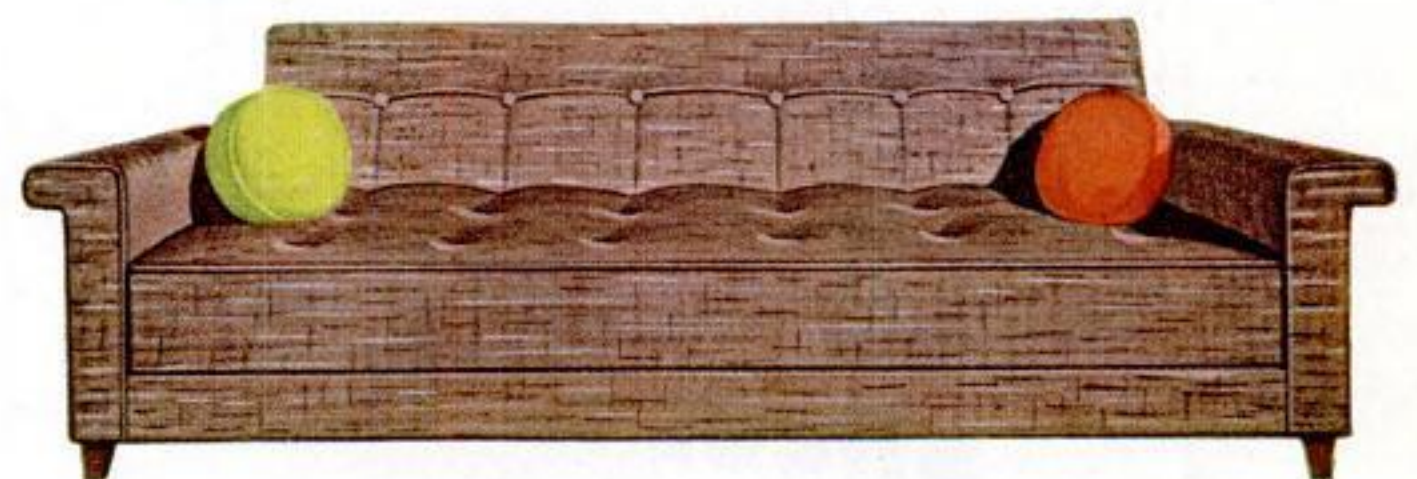
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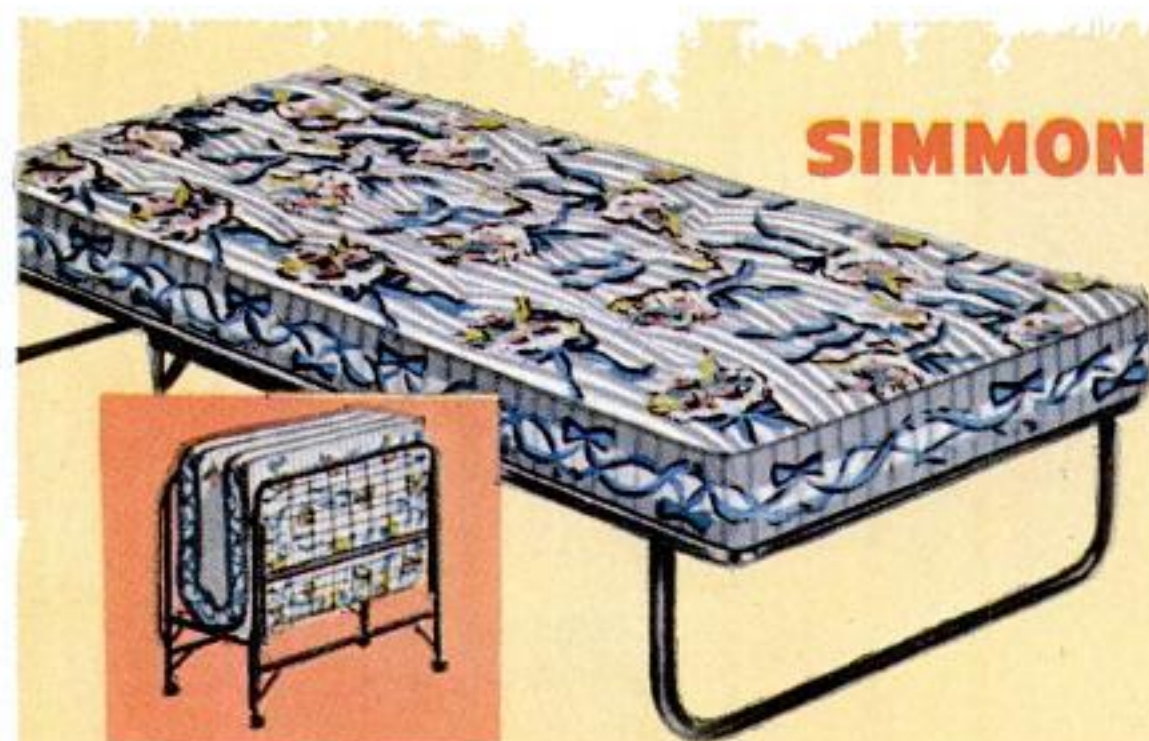


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Fresno.....E. Gottschalk & Co., Inc.
Fresno.....Josephine Furn. Co.
Fresno.....McMahan Furn. Co. (both stores)
Fullerton.....McMahan's
Gardena.....Gardena Furn. Inc.
Gardena.....McMahan's
Garden Grove.....McMahan's
Glendale.....A. Weldon Kent
Glendale.....Peters & Allen Furn.
Glendale.....George Sealey Furn. Co.
Hanford.....Hanford Furn. Co.
Hanford.....McMahan Furn. Co.
Hillsdale.....Macy's
Hollister.....Black-Cooper Furn. Co.
Hollister.....Hollister Furn. Co.
Huntington Beach.....Bishop's Home Furn.
Huntington Park.....Consumers Furn. & Appl. Co.
Imperial Beach.....Coronado Whse. & Supply Co.
Indio.....Imperial Hdw. & Furn. Co.
La Habra.....McMahan's
Lakewood Center.....Butler Brothers
Lakewood.....May Company
La Mesa.....La Mesa Furniture Company
Lancaster.....Aven's Furniture Co.
Lindsay.....Bannister Furniture Company
Livermore.....Theo. Gerner Co.
Livermore.....H. L. Kamp Company
Lodi.....Fred Heagarty's Furn.
Lodi.....M. Newfield and Sons
Long Beach.....Aaron Schultz & Sons, Inc.
Long Beach.....Leo Schultz Furn. Co.
Long Beach.....Ward's Furniture Co.
Los Angeles.....Belvedere Furniture Co.
Los Angeles.....Broadway Department Stores
Los Angeles.....May Company
Los Angeles.....J. W. Robinson's
Los Angeles.....San Fernando Furn.
Madera.....McMahan Furniture Company
Merced.....McMahan Furniture Company
Merced.....Merced Furniture Company
Modesto.....McMahan Furniture Company
Modesto.....Union Furn. Co.
Modesto.....J. S. West & Co.
Modesto.....Wherry Furn. Co.
Monterey-Seaside.....Paul's Furn. Co.
Monterey.....Union Furn. Co.
Napa.....Houck & Houck
National City.....Bay Furniture Co.
North Hollywood.....May Company
Norwalk.....McMahan's
Oakland.....Breuner's
Oakland.....Capwells
Oakland.....Hales
Oakland.....Kahns
Oakland.....National Furniture
Oakland.....Sol's Furn.
Oakland.....Sterling Furn. Co.
Oceanside.....Breydon's
Ontario.....Bassett's Furn. Co.
Ontario.....Butler Bros.
Pacific Grove.....Empire Furn. Co.
Pacific Grove.....McMahan Furn. Co.
Panorama City.....Broadway Dept. Stores
Pasadena.....Fedde Furn. Co.
Pasadena.....Ihrig, Kaylor & Layton
Pasadena.....Towne Furn. Store
Paso Robles.....R. C. Heaton Furn. Co.
Pico.....McMahan's
Pinole.....Three Bros. Furn. & Appliance
Pittsburg.....Lanzafame Furn. Co.
Placerville.....Dillinger's
Pomona.....Wright Bros. & Rice
Porterville.....McMahan Furn. Co.
Redding.....Esper's
Redlands.....Imperial Hardware & Furniture Co.
Redondo Beach.....Redondo Furniture
Redwood City.....Gold & Gluskin Furn. Co.
Redwood City.....Union Furn. Co.
Reedley.....Mathis & Bolinger Furn. Co.
Rialto.....Guth Furniture

Richmond.....Breuner's
Richmond.....Macy's
Richmond.....Union Furn. Co.
Riverside.....Binford Furniture
Roseville.....Miller's Furn. Store
Sacramento.....Breuner's
Salinas.....Anderson Furn.
Salinas.....Empire Furn. Co. (both stores)
Salinas.....Kotick Furn. Co.
Salinas.....McMahan Furn. Co.
Salinas.....Union Furn. Co.
San Anselmo.....Braverman's
San Bernardino.....Bolong & Son
San Bernardino.....The Harris Company
San Diego.....Corona Furn. Co.
San Diego.....Kobusch Furn. Co.
San Fernando.....Lewis Furniture
San Francisco.....Clark Furn. Co.
San Francisco.....The Emporium
San Francisco.....Hale's
San Francisco.....Macy's
San Francisco.....Melita Furn. Co.
San Francisco.....Redicks
San Francisco.....Sterling Furniture Co.
San Francisco.....Stockton Furn. Co.
San Francisco.....Ti Sun Furniture
San Francisco.....Union Furn. Co.
Sanger.....Day's Home Furnishings
San Jose.....L. Hart & Son
San Jose.....Martino's Furn.
San Jose.....Smilin' Bills
San Jose.....Union Furniture Co.
San Luis Obispo.....Zegar's Fine Furn.
San Mateo.....Jolin Furniture
San Mateo.....Sterling Furn. Co.
San Pedro.....Keelans Furn. Co.
San Rafael.....Bellach's "Smart Living"
San Rafael.....Clarks Sample Furn.
Santa Ana.....McMahan's
Santa Barbara.....Carlson's Furniture Store
Santa Cruz.....Samuel Leask & Sons
Santa Maria.....Saladin's Furniture Store
Santa Monica.....Europa Company
Santa Paula.....Harding Furniture
Santa Rosa.....Pederson Furniture Company
Sausalito.....Attell's Furn.
South San Francisco.....Plaza Furniture
Stanford.....The Emporium
Stevens Creek.....The Emporium
Stockton.....Breuner's
Stockton.....N. Sweet & Son
Stonestown.....Butler Brothers
Stonestown.....The Emporium
Sunnyvale.....Sunnyvale Furniture
Sun Valley.....Roy's Furniture
Tulare.....McMahan Furn. Co.
Tulare.....Mathis & Bolinger Furn. Company
Turlock.....McMahan Furn. Co.
Vacaville.....Chandler Furn. Co.
Vallejo.....Breuner's
Vallejo.....Staats & Bell
Vallejo.....Sterling Furniture Co.
Valley Fair.....Macy's
Van Nuys.....Butler Brothers
Van Nuys.....Hoagland's Furniture
Van Nuys.....Taylor's Furn.
Ventura.....Bush's Furn.
Visalia.....McMahan Furn. Co.
Walnut Creek.....Capwells Sterling Furn. Co.
Watsonville.....Union Furn. Co.
Whittier.....McMahan's

COLORADO

Alamosa.....Curtis Bros.
Boulder.....Blackmarrs' Furn.
Colorado Springs.....American Furn. Co.
Colorado Springs.....Amer. Furn. Co. of Denver
Denver.....American Furn. Co.
Denver.....Cadillac Furn. Co., Inc.
Denver.....Fred Davis Furn. Co.
Denver.....Miller Furn. Co.
Denver.....Miller's University Hills Store
Denver.....Miller Whse. Store
Durango.....Wallace Furn. Co.
Fort Collins.....American Furn. Co.
Grand Junction.....Treece Furn. Co.
Greeley.....Chlanda-Harris Furn. Inc.

Lakewood.....Bi Rite Self-Service Furn. Stores
Lamar.....Mullin Furn. Co.
Longmont.....The Chlanda-Harris Furn. Co.

CONNECTICUT

Bridgeport.....D. M. Read, Inc.
Danbury.....Henry Dick & Son
Danbury.....Landsman's
Danielson.....Despathy's Furn. Inc.
Groton.....Silberman's Suburban
Guilford.....Griswold's Dept. Store
Hartford.....The Nassau Furn. Co.
Meriden.....Reed-Holroyd Co.
Middletown.....The Caulkins & Post, Inc.
Moosup.....Despathy's Furn. Inc.
Naugatuck-Oakville.....Carlson Furn. Stores
New Britain.....New Britain Furn. Co.
New Haven.....Bullard's
New Haven.....Edward Malley Co.
New London.....Kaplan's Furn. Co.
Norwich.....Silberman Furn. Co.
South Norwalk.....Angevine Furn. Co.
South Norwalk.....A. J. Collins Furnishing Co.
Stamford.....Silberman's Furn. Store
Wallingford.....Foucault's
Waterbury.....Howland-Hughes Co.
Waterbury.....Metropolitan Furn. Co.
Winsted.....Winsted Furn. Co.

DELAWARE

Dover.....Howard Furn.
Dover.....Outen Bros. Inc.
Milford.....Fisher Furn. Inc.

DISTRICT OF COLUMBIA

Washington.....Curtis Bros.
Washington.....The Hecht Co.
Washington.....S. Kann Sons Co.
Washington.....Lansburgh's
Washington.....Lincoln Furn.
Washington.....Wm. E. Miller
Washington.....P. J. Nee Co.
Washington.....Redman & Brown Furn. Co.
Washington.....Thompson Bros.
Washington.....Woodward & Lothrop

FLORIDA

Bradenton.....Kane, The Furn. King
Bradenton.....Mather of Bradenton
Brownsville.....Rhodes Furn.
Bunnell.....Mather of Bunnell
Chattahoochee.....Rodgers Furn. Co.
Clearwater.....Kane, The Furn. King
Cocoa.....Mather of Cocoa
Daytona Beach.....McFarland Furn. Co.
Daytona Beach.....Mather of Daytona
Daytona Beach.....Sterchi Bros. Stores, Inc.
Deerfield Beach.....Paul Nielsen, Inc.
Deland.....Mather of Deland
Delray Beach.....J. J. Cater Furn. Co.
Fernandina Beach.....Mather of Fernandina
Ft. Lauderdale.....Burdine's
Ft. Lauderdale.....Helmly's Furn. Dept. Store
Ft. Lauderdale.....Rhodes, Inc.
Ft. Walton Beach.....Rhodes Furn.
Gainesville.....Cox Furn. Co.
Hollywood.....Hollywood Furn. Co.
Inverness.....Peebles-Koontz Co.
Jacksonville.....Cohen Bros.
Jacksonville.....Cunningham's
Jacksonville.....Haverty Furn. Co.
Jacksonville.....Mather Furn. Co.
Jacksonville.....Pierce-Wall Furn. Co.
Jacksonville.....Rhodes, Inc.
Jacksonville.....Sterchi Bros. Stores, Inc.
Lake City.....Cox Furn. Co.
Lake City.....Hart Furn. Co.
Lakeland.....Kane, The Furn. King
Lakeland.....Maas Bros.
Lakeland.....Mather of Lakeland
Lakeland.....Warnock's Furn.
Lake Wales.....Wales Furn. Co.
Lake Worth.....J. J. Cater Furn.
Leesburg.....Boyd's Furn. & Hdw.
Melbourne.....Johnson's Furn. Store
Miami.....Baker's Dept. Stores
Miami.....Burdine's (both stores)

Miami.....Helmly's Furn. Dept. Stores (both stores)
Miami.....Jackson's Dept. Stores (both stores)
Miami.....Leonard's Dept. Store
Miami.....Miami Furn. Co.
Miami.....Rhodes, Inc.
Miami.....Richard's Dept. Stores (both stores)
Miami.....Southern Furn. Co.
New Smyrna.....Mather of New Smyrna
Ocala.....Cox Furn. Co.
Ocala.....Peebles-Koontz Co.
Orlando.....Home Furn. Co.
Orlando.....Kane, The Furn. King
Orlando.....Sterchi Bros. Stores, Inc.
Palatka.....Mather of Palatka
Panama City.....Danley Furn. Co.
Panama City.....Rhodes Furn.
Pensacola.....Escambia Furn. Co.
Pensacola.....Pensacola House Furnishings Co.
Pensacola.....Rhodes Furniture
Port St. Joe.....Danley Furn. Co.
Quincy.....Danley Furn. Co.
St. Augustine.....Willis Furn. Co.
St. Petersburg.....Dew Furn. Co.
St. Petersburg.....Kane, The Furn. King
St. Petersburg.....Maas Bros.
St. Petersburg.....Miller-Bradley
St. Petersburg.....Mather of St. Petersburg
Sanford.....Mather of Sanford
Sarasota.....Kane, The Furn. King
Sarasota.....Maas Bros.
Sarasota.....Mather of Sarasota
Tallahassee.....Collins Furn. Co.
Tallahassee.....Cox Furn. Co.
Tampa.....Gandy Store For Homes
Tampa.....Haverty's
Tampa.....Kane, The Furn. King
Tampa.....Maas Bros.
Tampa.....Seminole Furn. Co.
Tampa.....Ybor Furn. Co.
Vero Beach.....Tropical Furn. Co.
W. Palm Beach.....Burdine's
W. Palm Beach.....J. J. Cater Furn. Co.
W. Palm Beach.....Grant Furn. Co.
W. Palm Beach.....Helmly Furn. Co.
W. Palm Beach.....Rhodes, Inc.
Wildwood.....Peebles-Koontz Co.
Winterhaven.....Mather of Winterhaven

GEORGIA

Albany.....Morrow Cook Furn. Co.
Albany.....Rhodes Furn.
Americus.....Mather of Americus
Athens.....Davison-Paxon Co.
Athens.....Sterchi Bros. Stores, Inc.
Atlanta.....Carroll Furn. Co.
Atlanta.....Davison-Paxon Co.
Atlanta.....Henderson Furn. Co.
Atlanta.....Mather Bros.
Atlanta.....Rich's Inc.
Atlanta.....Sterchi Bros. Stores, Inc.
Augusta.....Augusta Furn. Market
Augusta.....Davison-Paxon Co.
Augusta.....Haverty Furn. Co.
Augusta.....Maxwell Bros. Furn. Co.
Augusta.....Rhodes Furn. Co.
Austell.....Mather Bros.
Brunswick.....Singleton Furn.
Carrollton.....Mather Bros.
Cartersville.....Cummings & Shellhorse
Cedartown.....Cummings & Martin
Columbus.....Davison-Paxon Co.
Columbus.....H. Rothschild Inc.
Conyers.....Henson Furn. Co.
Cordele.....Christopher Furn. Co.
Covington.....Henson Furn. Co.
Dalton.....Sterchi Bros. Stores, Inc.
Dublin.....Caplan's Furn. Co.
Fitzgerald.....The Home Furn. Co.
Ft. Valley.....Christopher Furn. Co.
Gainesville.....Mather Bros.
Greensboro.....Henson Furn. Co.
Griffin.....Mather Bros.
Griffin.....Rhodes, Inc.
Hahira.....Slacum & Sons Furn. Co.



(CONTINUED)

Hogansville.....Henson Furn. Co.
 LaGrange.....Rhodes, Inc.
 Macon.....Sterchi Bros. Stores, Inc.
 McDonough.....Henson Furn. Co.
 Macon.....Davison-Paxon Co.
 Macon.....Empire Furn. Co.
 Macon.....Sterchi Bros. Stores, Inc.
 Manchester.....Rhodes Furn.
 Marietta.....Field Furn. Co.
 Montezuma.....Christopher Furn. Co.
 Mewnan.....Henson Furn. Co.
 Quitman.....Patrick Furn. Co.
 Rome.....Cummings & Shellhorse
 Rome.....Harper-Nichols Furn. Co.
 Rome.....Rhodes Furn.
 Rome.....Sterchi Bros. Stores, Inc.
 Savannah.....Haverty Furn. Co.
 Savannah.....Levy's Dept. Store
 Thomaston.....Rhodes Inc.
 Thomasville.....W. Feinberg & Son
 Tifton.....Singleton Furn. Co.
 Valdosta.....Mather of Valdosta
 Valdosta.....Slocum & Sons Furn. Co.
 Vidalia.....Dawling-Drury Furn. Co.
 Waycross.....Singleton Furn.
 West Point.....Rhodes Inc.

IDAHO

Boise.....C. E. Anderson Co.
 Boise.....Fifer's Fair
 Lewiston.....Lewiston Furniture
 Moscow.....Brown Furniture
 Nampa.....Fifer's Furn. & Appl.
 Sandpoint.....Furniture Exchange
 Twin Falls.....Sweet's Furniture
 Weiser.....Globe Furniture Co.

ILLINOIS

Aurora.....Leath and Company
 Belvidere.....Leath and Company
 Berwyn.....Central Utilities & Furn.
 Bloomington.....Leath and Company
 Carthage.....Twaddle Furniture Co.
 Champaign.....Sackett's Furn. Store
 Chicago.....Chicago Furn. Market Inc.
 (all stores)
 Chicago.....City Furniture Co.
 (both stores)

Peoria.....Wall's Homemaker House
 Roanoke.....Sauder's Furniture Store
 Rockford.....Leath and Company
 (both stores)
 Rockford.....Henry Lindberg Furniture
 Rushville.....Wynne Bros.
 Shelbyville.....Short Furniture Co.
 Skokie.....The Fair Store
 Skokie.....John M. Smyth Company
 South Holland.....De Young & Sons Furn. Inc.
 Springfield.....Leath and Company
 Springfield.....Sterns
 Sterling.....Leath and Company
 Washington.....Herbst Company
 Watseka.....Lassers Furniture Co.
 Waukegan.....J. Blumberg Inc. Furn.
 Zion.....J. Blumberg Inc. Furn.

INDIANA

Anderson.....Leath and Company
 Auburn.....Gerig Furniture Company
 Bloomington.....Wylie Furniture Co., Inc.
 Booneville.....Ruble-Doolittle Co.
 Brazil.....W. E. Sherley Furn. Inc.
 Columbus.....Banner-Whitehill Corp.
 Columbus.....Trading Post
 Connersville.....Trading Post & Guttmans
 Crawfordsville.....Carrico Furniture
 East Chicago.....Schoenberg's Furniture
 Elkhart.....Ziesel Brothers Company
 Evansville.....Finke Furniture Company
 Evansville.....Finke's Warehouse Store
 Evansville.....Gem Furniture Mart
 Evansville.....R & G Furniture Co.
 Fort Wayne.....Rowlands Furniture
 Fort Wayne.....Sigrist's
 Frankfort.....Coulter-Smook Co.
 Gary.....Empire Furniture Co.
 Gary.....Leath and Company
 Gary.....Radigan Brothers
 Goshen.....Newman Furniture
 Greencastle.....Barrett's
 Greenfield.....Bradley Hall Furniture
 Greensburg.....Lenvensteins
 Hammond.....City Furniture Co.
 Hammond.....Vierk's Hessville Furn.
 Indiana Harbor.....Twin City Furniture
 Indianapolis.....Banner-Whitehill Corp.
 Indianapolis.....Barrett's

Marshalltown.....The McGregor Company
 Mason City.....Davidsons
 Muscatine.....S. G. & P. Stein Furn.
 Nevada.....McGrath's Furniture
 Ottumwa.....McGregor Furniture Co.
 Shenandoah.....Redfield-Sullivan Furn.
 Sioux City.....Bekins Warehouse Furn. Store
 Sioux City.....Younkers
 Spencer.....Matt Furn. Company
 Tama.....Harrison's
 Waterloo.....Hurwich Furniture Co., Inc.
 Waterloo.....McGregor Furniture Co.
 Webster City.....Johnsons Furniture
 West Union.....Dessell's

KANSAS

Atchison.....Levin-Handke Furn. & Appl. Co.
 Coffeyville.....Brown Furn. & Appl. Co.
 Dodge City.....Mullin Furn. Co.
 Garden City.....Mullin Furn. Co.
 Great Bend.....Mullin Furn. Co.
 Hutchinson.....Mullin Furn. Co.
 Junction City.....Johnson Bros. Furn. Co., Inc.
 Kansas City.....Falconer Furniture Co.
 Larned.....Mullin Furn. Co.
 Lawrence.....Miller Furniture Co.
 Liberal.....Mullin Furn. Co.
 Newton.....Hanna Furniture Co.
 Pratt.....Mullin Furn. Co.
 Salina.....Anderson-Swan Furn. Co.
 Salina.....Mehornay Furniture Co.
 Wichita.....Innes
 Wichita.....Vowel Furniture Co., Inc.

KENTUCKY

Barbourville.....Miller-Yancey Furniture Co.
 Bowling Green.....Clay Furniture
 Bulan.....Smith's Shopping Center
 Corbin.....Sterchi Bros. Stores, Inc.
 Covington.....A. J. Ostrow, Inc.
 Cynthia.....Carr Furniture Co.
 Elizabethtown.....Hardin Furniture Co.
 Frankfort.....Marcus Furniture Co.
 Harlan.....Modern Electric & Furn. Co.
 Harrodsburg.....Lay & Lawson
 Lexington.....L. L. Roberts Furn. Co.
 Louisville.....Great Western Supply Co.
 Louisville.....Albert Hess Furn. Co.
 Louisville.....United Furniture Co.
 Madisonville.....Jordan Furn. Co.

MAINE

Dover-Foxcroft.....P. E. Ward & Co.
 Lewiston.....Atherton Furniture Co.
 Portland.....Atherton Furniture Co.
 Rockland.....Meredith Furniture Co.
 Sanford.....S. B. Emery Co., Inc.
 Skowhegan.....Knowles and Dressel Inc.
 Waterville.....Atherton Furniture Co.

MARYLAND

Annapolis.....Hopkins Furniture Co.
 Baltimore.....Brager-Eisenberg, Inc.
 Baltimore.....Four Besche Bros.
 Baltimore.....The Hecht Co.
 (all stores)
 Baltimore.....Hochschild Kohn and Co.
 Baltimore.....Reisinger Siehler Co.
 Baltimore.....M. Shavitz & Sons
 (all stores)
 Baltimore.....Shofer Furniture Co., Inc.
 Brunswick.....Potomac Furniture Co.
 Cambridge.....Dean's Furniture Store
 Chevy Chase.....Woodward & Lothrop
 Cumberland.....L. Bernstein Furn. Co.
 Easton.....Howard Furniture
 Hagerstown.....Eyerly's
 Hagerstown.....Miller's Furniture Store
 Langley Park.....Lansburgh's
 Laurel.....Laurel Furniture Co.
 Pocomoke City.....Feldman Bros.
 Pocomoke City.....Outten Bros., Inc.
 Rockville.....P. J. Nee Co.
 Salisbury.....Feldman Bros., Inc.

MASSACHUSETTS

Amherst.....Griggs Inc.
 Athol.....Plotkin Furniture Co.
 Ayer.....Miller Furniture Co.
 Boston.....Jordan Marsh Company
 Boston.....Pray's
 Fall River.....Mason Furniture Showrooms
 Fitchburg.....Lewis Furniture Shops
 Fitchburg.....Oliver Furniture Co.
 Framingham.....Jordan Marsh Company
 Framingham.....Lewis Furniture Co.
 Gardner.....Rose's Clothing & Furn. Co.
 Haverhill.....Boston Furniture Co.
 Holyoke.....Epstein Furniture Co., Inc.
 Lawrence.....Michael J. Sullivan, Inc.

Greenville.....Greenville Furn. Co.
 Holland.....Jos. A. Brouwer Co.
 Ionia.....Boynton's Furn.
 Iron River.....Jos. Selin Sons Co.
 Ironwood.....McKevitt-Kershner & Patrick Co.
 Ironwood.....Pearce Hdwe. & Furn. Co.
 Ishpeming.....Gately's
 Ishpeming.....Selin's
 Jackson.....Bishop Outfitting Co.
 Jackson.....Vermeulen Furn., Inc.
 Kalamazoo.....The Home Furnishing Co.
 Kalamazoo.....Leath Furn. Co.
 Kalamazoo.....Stewart-Clarke Furn. Co.
 Kalamazoo.....Vermeulen Furn. Co.
 Lake Linden.....Pearce Hdwe. & Furn.
 Lansing.....Estes Furn. Co.
 Lansing.....Robert Johnson's Furn. Co.
 Lapeer.....Beyer's Furn. Store
 Manistee.....H. E. Anderson Furn.
 Marquette.....Pearce's
 Marshall.....E. B. More Furn. Co.
 Midland.....Miller Furn.
 Muskegon.....Bishop's
 Niles.....Troost Bros.
 Petoskey.....Petoskey Housefurnishing Co.
 Pontiac.....Lewis Furn. Co.
 Pontiac.....Thomas-Economy Furn. Co.
 Port Huron.....J. B. Sperry Co.
 Royal Oak.....Harrison-Pringle Furn. & Carpets
 Saginaw.....Art Sample Furn. Co.
 Saginaw.....Gately's
 Saginaw.....Leath & Co.
 Saginaw.....Markey Elliott House of Furn.
 St. Joseph.....Troost Bros.
 Sunfield.....Mapes Furn. Co.
 Traverse City.....House of Furn.
 Utica.....Bejnar's Furn. & Music
 Wayne.....Kent Furn. Co.
 Ypsilanti.....Smith Furn. Co.

MINNESOTA

Albert Lea.....Mier Wolf & Son
 Anoka.....Thurston & Sons
 Austin.....Mier Wolf & Son
 Fairmont.....Forster Furn. Co.
 Minneapolis.....Boutell's
 Minneapolis.....L. S. Donaldson Co.
 Moorhead.....Leo Johnson Furn. Co.
 Northfield.....Anderson Furn. Co.

All these Great Stores from coast-to-coast

Chicago.....Darvin Furn. & Appl.
 (both stores)
 Chicago.....The Fair Store
 (both stores)
 Chicago.....Gately's Peoples Store
 Chicago.....General Outfitting Co.
 Chicago.....Nei Brothers
 Chicago.....Nelson Brothers Furn. Co.
 Chicago.....Plunkett Furniture Co.
 Chicago.....John M. Smyth Co.
 (both stores)
 Chicago.....Uptown Furniture Shop
 Chicago Heights.....City Furniture Co.
 Chicago Heights.....Pressendo's Furniture
 Chicago Heights.....The Rau Store
 Danville.....Leath and Company
 Danville.....Perry Furniture Co.
 Decatur.....Arthur's
 Decatur.....Leath and Company
 DeKalb.....Skorberg's Furniture Store
 Dixon.....Ames Furniture Co.
 Elgin.....Daniels & Clark Inc.
 Elgin.....Leath and Company
 Evanston.....Lord's Inc.
 Freeport.....Leath and Company
 Galesburg.....Leath and Company
 Harvey.....Morrison Furniture Co.
 Havana.....Wahner's Furniture
 Highland Park.....J. Blumberg Inc. Furniture
 Jacksonville.....Hopper & Hamm Inc.
 Joliet.....Leath and Company
 Kankakee.....Lassers Furniture Co.
 La Grange.....La Grange Furniture Mart
 Lansing.....De Young & Sons Furn. Inc.
 LeRoy.....The How
 Macomb.....Hageman Furniture Co.
 Mattoon.....Gibson's of Mattoon
 Maywood.....Kreitman Furniture Co.
 Moline.....Conn's Town & Country
 Moline.....Leath and Company
 Monmouth.....Larson Furniture Mart
 Morris.....Lassers Furniture Co.
 Mt. Pleasant.....Stahl's Furniture Co.
 Neoga.....Short Furniture Co.
 North Chicago.....C. Gordon Furniture
 Oak Park.....The Fair Store
 Oglesby.....Clydesdale's
 Pekin.....Cohen Furniture Co.
 Peoria.....Adams Fashion Furniture
 Peoria.....Cohn Furniture Co.
 Peoria.....Silvers Furn. & Appl., Inc.

Indianapolis.....Wm. H. Block Company
 Indianapolis.....Wm. H. Block Budget Store
 Indianapolis.....Colonial Furniture Co.
 Indianapolis.....National Furniture Co.
 Indianapolis.....Peoples Outfitting Co.
 Indianapolis.....Southside Furniture Co.
 Kokomo.....Leath and Company
 Lafayette.....Village Furn. Inc.
 Lawrenceburg.....Home Furn. & Appl.
 Lebanon.....Taylor-Smook Company
 Madison.....Gans Furniture
 Marion.....Leath and Company
 Mitchell.....C. E. Harrison Furn. Co.
 Muncie.....Banner-Whitehill Corp.
 Muncie.....Leath and Company
 New Albany.....Reisz Furniture Co.
 New Castle.....Bradley Hall Furniture
 Princeton.....Don's Furniture
 Richmond.....Romey Furniture Co., Inc.
 Seymour.....Gans Furniture
 Shelbyville.....Bradley Hall Furniture
 South Bend.....Boer's Home Outfitters Inc.
 South Bend.....Radio & Furniture Mart
 South Bend.....Ries Furniture Co.
 South Bend.....Robertson Bros. Dept. Store
 South Bend.....Sandock Furniture
 Terre Haute.....Anchor & Indiana Furn. Co.
 Terre Haute.....Fair Meadows Shop
 Terre Haute.....Fair Furniture Store
 Vincennes.....Schultheis and Sons
 Wabash.....Leath and Company
 Washington.....Creagers Furniture Inc.
 Whiteland.....Gray Furniture

IOWA

Burlington.....Furniture Mart
 Carroll.....Matt Furniture Co.
 Cedar Rapids.....Peoples Furniture
 Cedar Rapids.....Smulekoff's
 Charles City.....Garry Home Furnishings
 Cherokee.....Matt Furniture Co.
 Clinton.....Roehl-Phillips Furn. Co.
 Davenport.....Freeman-Glickman, Inc.
 Davenport.....Petersen-Harned-Von Maur
 Des Moines.....Younker Brothers, Inc.
 Dubuque.....Leath and Company
 Fairfield.....Bradshaw's
 Ft. Dodge.....Home Furniture Co.
 Independence.....Leytze's
 Iowa City.....Saltzman Furniture Co.
 Kimballton.....Kimballton Furn. Co.

Marion.....Tucker's
 Middlesboro.....Sterchi Bros. Stores, Inc.
 Morganfield.....Veatch Furniture Co.
 Mt. Sterling.....Williamson Furniture Co.
 Owensboro.....Purdy Furniture Co.
 Owensboro.....Tewell's Auto & Furn. Co.
 Paducah.....Rhodes Burford
 Providence.....Hamilton Furn. Co.
 Richmond.....C. E. Sandlin & Son
 Winchester.....Ratiff Furniture

LOUISIANA

Alexandria.....Clark-Dunbar, Inc.
 Alexandria.....Durrett Furniture Co., Inc.
 Alexandria.....Hemenway's
 Bastrop.....David Snyder, Inc.
 Baton Rouge.....Joy's Inc.
 Baton Rouge.....Joy's Furniture Store
 Baton Rouge.....Kornmeyer's
 Bossier City.....Hemenway's
 Covington.....Burns Furniture Co.
 Crowley.....Brandt Furniture Store
 Gretna.....Weiner's
 Houma.....A. M. & J. C. DuPont, Inc.
 Houma.....Philip Morris Furniture Co.
 Lafayette.....Dauterive Furniture Co., Inc.
 Lake Charles.....Enterprise Furniture Galleries
 Lake Charles.....Hemenway's
 Lake Charles.....The Muller Co., Ltd.
 Monroe.....Dixie Bedding & Furn. Co.
 Monroe.....Durrett Hdwe. & Furn. Co., Inc.
 Morgan City.....Philip Morris Furn. Co.
 Natchitoches.....Mason Salter's
 New Orleans.....R. Blitz Furniture Store
 New Orleans.....Goldblum Furniture, Inc.
 New Orleans.....Haverty Furniture Co.
 New Orleans.....Itzkovitch Furniture Co.
 New Orleans.....Joy's Furniture Store
 New Orleans.....Morris Kirschman & Co., Inc.
 New Orleans.....Mintz & Mintz
 New Orleans.....Universal Furniture House
 Opelousas.....Abdalla's Furniture Store
 Ruston.....Ritchie's, Inc.
 Shreveport.....Bewley Furniture Co.
 Shreveport.....Hemenway's
 Shreveport.....New York Furniture Co.
 Thibodaux.....Philip Morris Furn. Co.
 West Monroe.....Durrett's, Inc.
 Westwego.....Itzkovitch Furniture Co.

Leominster.....Webber Furniture Co.
 Lowell.....The Robertson Co.
 Malden.....Jordan Marsh Co.
 New Bedford.....Mason's
 Springfield.....Okun Furniture Co.
 Taunton.....Plank and Hansen
 Ware.....Phoenix Furniture Co.
 Winchendon.....Rose's Inc.
 Worcester.....The American Supply Co.
 Worcester.....Denholm & McKay Co.
 Worcester.....Northridge Furniture Co.

MICHIGAN

Alpena.....Alpena Furniture Co.
 Alpena.....Gately's
 Ann Arbor.....The Martin Haller Co.
 Ann Arbor.....Midwest Furniture Co.
 Battle Creek.....Bishop's
 Battle Creek.....L. W. Robinson's Furn. Dept.
 Battle Creek.....Woods Furniture Co.
 Bay City.....Bishop-Young Co.
 Bay City.....C. E. Rosenbury & Sons
 Bay City.....Town House Furn. Co.
 Benton Harbor.....House of Furniture
 Benton Harbor.....Troost Bros.
 Big Rapids.....Good Housekeeping Shops
 Birmingham.....Harrison-Pringle Furn. & Carpets
 Cadillac.....Kryger Furn. Co.
 Calumet.....Gately's
 Cheboygan.....J. H. Clune Furn. Co.
 Coldwater.....Witbur's Furn. Store
 Crosswell.....Pomeroy's Furn. & Appl.
 Detroit.....Crowley's
 Detroit.....Ernst Kern Co.
 Detroit.....Federal Dept. Store
 Detroit.....Harrison-Pringle Furn. & Carpets
 Detroit.....Metro Furn. Stores
 Detroit.....Preuss Furn. Co.
 Detroit.....Sterling Furn. Co.
 Escanaba.....Bonefeld's
 Escanaba.....Home Supply Co.
 Flint.....Economy Furn. Co.
 Flint.....Flint Furn. Co.
 Flint.....Flint Home Furnishings Co.
 Flint.....Leath & Co.
 Flint.....Skaff Rug & Furn.
 Grand Haven.....Pellegrom-Kinkema
 Grand Rapids.....Bishop Furn. Co.
 Grand Rapids.....Columbia Sample Furn., Inc.
 Grand Rapids.....Elston's Storage Furn. Dept.
 Grand Rapids.....William's Furn. Co.

Red Wing.....The Ferrin Co.
 Red Wood Falls.....Forster Furn. Co.
 Rochester.....L. S. Donaldson Co.
 Rochester.....Leath & Co.
 Rochester.....F. J. Paine Co.
 St. James.....Forster Furn. Co.
 St. Paul.....Emporium
 St. Paul.....Schuneman's
 St. Paul.....Weyand Furn. Co.
 Slayton.....Nelson Furn. Co.
 Springfield.....Forster Furn. Co.
 Tracy.....Forster Furn. Co.

MISSISSIPPI

Brookhaven.....John B. Perkins Furn. Co.
 Canton.....Brown Furn. Co.
 Clarksdale.....Levingston-Hull Furn. Co.
 Cleveland.....Levingston Furn. Co.
 Columbus.....McClure Furn. Co.
 Greenville.....C. E. Jordan & Co.
 Greenwood.....Jordan & Co.
 Gulfport.....Rhodes, Inc.
 Hattiesburg.....Pioneer Furn. Exchange
 Jackson.....Batte Furn. Co.
 Jackson.....Brown Furn. Co.
 Jackson.....Rhodes, Inc.
 Laurel.....Rhodes, Inc.
 Meridian.....Hulett Furn. Co.
 Meridian.....Rhodes, Inc.
 Meridian.....Rice Pappenhimer Furn. Co.
 Natchez.....Byrne Furn. Co.
 New Albany.....Phyfer Furn. Co.
 Pontotoc.....McClure Furn. Co.
 Starkville.....Landers Furn. Co.
 Tupelo.....McClure Furn. Co.
 Vicksburg.....Saul Fried Furn. Co.
 West Point.....McClure Furn. Co.

MISSOURI

Brentwood.....Stix Baer & Fuller
 Columbia.....McLaughlin Bros. Furn. Co.
 Columbia.....Mehornay Furn. Co.
 El Dorado Springs.....Hertzberg Furn. Co.
 Excelsior Springs.....McCullough's
 Harrisonville.....Runnenburger's
 Independence.....Wyandotte Furn. Co.
 Jefferson City.....Wyandotte Furn. Co.
 Kansas City.....Duff & Repp-Robert Keith
 Kansas City.....Macy's
 Kansas City.....Mehornay Furn. Co.
 Kansas City.....Peck's of Kansas City

Kansas City.....Wyandotte Furn. Co.
 Kennel.....Lentz Furn.
 Nevada.....Hertzberg Furn. Co.
 St. Louis.....DeBasio Bros.
 St. Louis.....Famous-Barr Co.
 (all four stores)
 St. Louis.....Stix Baer & Fuller
 Sedalia.....McLaughlin Bros. Furn. Co.
 Sedalia.....Peoples Furn. Store
 West Plains.....Butler Furn. Co.

MONTANA

Billings.....Billings Hdwe. Co.
 Billings.....Furn. Mart
 Bozeman.....Gallatin Valley Furn. Co.
 Butte.....Shiner Furn. Co.
 Conrad.....Arnots Furn.
 Great Falls.....Julian's Furn. Mart
 Havre.....Howard Bros. Furn.
 Missoula.....Missoula Furn. Mart

NEBRASKA

Chadron.....Midwest Furn. Co.
 Fremont.....Von Furn. Co.
 Grand Island.....Swan's Furn.
 Hastings.....Swan's Furn.
 Kearney.....Swan's Furn.
 Lincoln.....Gold & Co.
 McCook.....Swan's Furn.
 North Platte.....Swan's Furn.
 Omaha.....Orchard & Wilhelm Co.
 Omaha.....Union Outfitting Co.

NEVADA

Elko.....Stinson-Berger Furn. Co.
 Las Vegas.....Sheppard Furn. & Carpet Co.

NEW HAMPSHIRE

Keene.....Plotkin Wayside Furn. Co.
 Laconia.....Chertok's Laconia Furn. Co., Inc.
 Manchester.....E. M. Chase Co.
 Portsmouth.....Margeson's

NEW JERSEY

Asbury Park.....Bankers Capital Furn.
 Asbury Park.....Steinbach Co.
 Atlantic City.....National Dept. Store
 Bayonne.....C. Szymanski & Sons
 Butler.....Levine Furn. Co.
 Caldwell.....W. Wilderrotter & Co.

Albuquerque.....Modern Furn. Co.
 Carlsbad.....Wertheim Furn. Co.
 Gallup.....Matthews Furn. Co.

NEW YORK

Brooklyn.....Abraham & Straus
 Brooklyn.....Atlantic Sleep Shop
 Brooklyn.....Boro Quilt Shop
 Brooklyn.....Max Chasin
 Brooklyn.....G. Jachnowitz
 Brooklyn.....Lane Sleep Shop Corp.
 Brooklyn.....Ludwig-Baumann & Spear
 Brooklyn.....R. H. Macy
 Brooklyn.....Michaels & Co., Inc.
 Brooklyn Midwood Mattress & Studio Couch Co.
 Brooklyn.....Paul Nielsen, Inc.
 Brooklyn.....Pawgon Bros.
 Brooklyn.....Peoples Furn. Co.
 Brooklyn.....Schaller's
 Brooklyn.....Sidney Schiff Inc.
 Bronx.....R. H. Macy-Parkchester
 Manhattan.....B. Altman & Co.
 Manhattan.....Bloomingdale Bros.
 Manhattan.....G. Cardarelli & Co.
 Manhattan.....Gimbel's
 Manhattan.....Jack's Furn. Co.
 Manhattan.....Ludwig-Baumann & Spear
 (both stores)
 Manhattan.....R. H. Macy-Herald Square
 Manhattan.....Simon Furn. Co.
 Manhattan.....Stern Bros.
 Manhattan.....Wertheimer's Dept. Store
 Queens.....B. Gertz
 (Flushing & Jamaica Stores)
 Queens.....R. H. Macy-Jamaica
 Queens.....Michaels & Co., Inc.
 Queens.....Morris Kowalew Inc.
 Queens.....Winklers & Sons
 Roosevelt Field.....R. H. Macy
 Albany.....Brewlaw's
 Albany.....House of Montague
 Albany.....W. M. Whitney & Co.
 Auburn.....H. R. Wait Co., Inc.
 Batavia.....Bern Furn. Co.
 Bay Shore.....Gimbel's
 Bay Shore.....Sheraton Furn.
 Binghamton.....Bern Furn. Co.

Syracuse.....Dey Bros. & Co.
 Syracuse.....Lincoln Stores, Inc.
 Tarrytown.....Cartoon's Furn. Store
 Tonawanda.....Moss Furn. & Appl. Co., Inc.
 Troy.....Breslaw's
 Troy.....Wm. H. Frear & Co., Inc.
 Troy.....Nelick's Furn. Store
 Utica.....J. B. Wells & Son
 Valley Stream.....Gimbel's Green Acres
 Walden.....T. L. Millspaugh Furn. House
 West Hempstead.....Lane Sleep Shop Corp.
 White Plains.....R. H. Macy
 White Plains.....Mazur Bros.
 Yonkers.....Almo Furn. Corp.
 Yonkers.....Gimbel's-Westchester

NORTH CAROLINA

Ahaskie.....Garrett's Furn.
 Asheville.....Haverty Furn. Co.
 Asheville.....Sterchi Bros. Stores, Inc.
 Boone.....Boone Tire & Bargain Store
 Burlington.....Colonial Furn. Co.
 Burlington.....Rhodes Furn.
 Charlotte.....Bridges Furn. Co.
 Charlotte.....Haverty Furn. Co.
 Charlotte.....Meyers Furn. Co.
 Charlotte.....Sterchi Bros. Stores, Inc.
 Clinton.....Dossenbach's Furn. Co.
 Concord.....Sterchi Bros. Stores, Inc.
 Elizabeth City.....Williams Furn. Co.
 Fayetteville.....Highland Furn. Co.
 Fayetteville.....Homemakers Styled Furn.
 Forest City.....Sterchi Bros. Stores, Inc.
 Gastonia.....Sterchi Bros. Stores, Inc.
 Goldsboro.....Heilig Meyers Co.
 Granite Falls.....Mackie Furn. Co.
 Hamlet.....Stewart Gordon Furn. Co.
 Hendersonville.....Sterchi Bros. Stores, Inc.
 Hickory.....Better Home Furn. Co.
 Hickory.....Sterchi Bros. Stores, Inc.
 Jacksonville.....Boontown Furn.
 Jacksonville.....Furniture Fair
 Kannapolis.....Sterchi Bros. Stores, Inc.
 Kings Mountain.....Sterchi Bros. Stores, Inc.
 Kinston.....Oettinger Bros.

Columbus.....Echenrode Furn. Co.
 Columbus.....F & R Lazarus
 Columbus.....Glick Furn. Store-Downtown
 Columbus.....Glick Furn. Store-Great Western
 Columbus.....Leonards Furn. & Carpeting
 Columbus.....May & Co.-Central Point
 Columbus.....May & Co.-Downtown
 Columbus.....Nelson Furn. Co.
 Columbus.....Ohio Furn. Co.
 Columbus.....Star Furn. Stores
 Columbus.....Steelton Furn.
 Coshocton.....Fountain Furn. Co.
 Dayton.....May & Co.
 Dayton.....Rossiter's
 Dayton.....West Side Furn. Co.
 East Liverpool.....The Smith & Phillips Co.
 Fairborn.....Fairborn Furn. Co.
 Findlay.....Jackson's Furn. Stores
 Fremont.....Tschumy Bros.
 Galion.....Goodman Furn., Inc.
 Girard.....Wagman Furn. Co.
 Hamilton.....Krebs' Furn.
 Hamilton.....Ringel's Hamilton Furn.
 Jackson.....Wood Furn. Co.
 Kent.....S. C. Bissler & Sons
 Lancaster.....Stewart Bros. Aiban Co.
 Lebanon.....Fred's Furn. Store
 Lima.....Blattner's Dept. Store
 Logan.....Elberfeld's
 Lorain.....Reidy-Scanlan Co.
 Mansfield.....Baton Furn. Co.
 Marion.....H. Schaffner Co.
 Martins Ferry.....Reichert Furn. Co.
 Massillon.....C. O. Finefrock Co.
 Middletown.....Reed Kopp Co.
 Moulton.....Swonger's Furn. City
 Newark.....Newark Furn. Co.
 New Madison.....Hale Furn. & Appl.
 Niles.....Robins Furn. Co.
 North Baltimore.....L. L. Trout Co.
 Norwalk.....Perfected Furn.
 Pomeroy.....Elberfeld's
 Portsmouth.....Gemperline Furn. Co.
 Ravenna.....Klein's Furn.

Beaverton.....Gales Furn. Co.
 Bend.....Healy Bend Furn.
 Cottage Grove.....Cannon Furn. & Appl.
 Cutler City.....Ocean Bay Furn.
 Dallas.....Dalton Furn. Co.
 Eugene.....Johnson Furn. Co.
 Eugene.....Rubenstein Furn. Co.
 Florence.....Western Lane Furn.
 Gates.....Parker Hutchison Furn. Mart
 Grants Pass.....Grants Pass Furn. Co.
 Hillsboro.....Selfridge Furn. Co.
 Hood River.....Field Furn. Co.
 Junction City.....Strauss Furn.
 Klamath Falls.....Haftner Furn.
 Lebanon.....Dave Epps Furn.
 Lebanon.....Lebanon Furn. Co.
 Madras.....Gerke Furn. Co.
 Medford.....Dempster Furn. Co.
 Myrtle Point.....Schroeder's
 North Bend.....Schroeder's
 Oregon City.....Busch Furn. Co.
 Pendleton.....McKee Furn.
 Portland.....Alberta Furn. Co.
 Portland.....Calef Furn. Co.
 Portland.....Cohn Bros.
 Portland.....Director's Furn. Co.
 Portland.....Edwards Furn. Co.
 Portland.....Art Erickson Furn. Co.
 Portland.....Flatts Furn. & Carpet
 Portland.....Gevurtz Furn. Co.
 Portland.....Grant Bros.
 Portland.....Hollywood Furn. Co.
 Portland.....Holman's on 92nd
 Portland.....Meier & Frank Co.
 Portland.....Nederhiser Furn.
 Portland.....North Portland Furn.
 Portland.....Olds & King
 (Downtown & Gateway Stores)
 Portland.....Sharff & Sons
 Portland.....Shleifer Furn. Co.
 Portland.....Smith Home Furnishings, Inc.
 Portland.....Standard Furn. Co.
 Prineville.....Healy Prineville Furn.
 Redmond.....Healy Redmond Furn.
 Reedsport.....Bernhardt's Furn.

are now featuring



Camden.....Hurley's
 Elizabeth.....McManus Bros.
 Elizabeth.....Rockford Furn. Co., Inc.
 Elizabeth.....Tarlowe Bros.
 Englewood.....Franklin Furn. Co.
 Hackensack.....Huffman & Boyle
 Hackensack.....Plager's
 Hanover.....Edwin A. Kirch & Co.
 Jersey City.....Goodman's
 Morristown.....L. Bamberger & Co.
 Morristown.....Grand Rapids Furn. House
 Newark.....L. Bamberger & Co.
 Newark.....Barney's Furn. Co.
 Newark.....Edwin A. Kirch & Co.
 Newark.....Rockford Furn. Co., Inc.
 Newark.....Sheitelmans
 Newark.....W. Wilderrotter & Co.
 New Brunswick.....Lester's Home Furnishers, Inc.
 New Brunswick.....Middlesex Furn. Co.
 Nixon.....Irwin's Fine Furniture
 North Bergen.....Goodman's-Castle
 Ocean City.....Stainton's Dept. Store
 Orange.....Huffman & Boyle
 Paramus.....L. Bamberger & Co.
 Parsippany.....Koos Bros.
 Passaic.....Locker Bros.
 Paterson.....Barney's Furn. Co.
 Paterson.....Bagrad Bros.
 Perth Amboy.....Albert Leon & Son, Inc.
 Plainfield.....L. Bamberger & Co.
 Plainfield.....Miron's
 Plainfield.....Watchung Furn. House
 Pompton.....Huffman & Boyle
 Princeton.....L. Bamberger & Co.
 Red Bank.....Irwin's Fine Furn.
 Rahway.....Koos Bros.
 Sea Girt.....Koos Bros.
 Somerville.....Reuben Granetz
 Somerville.....Middlesex Furn. Co.
 Springfield.....Huffman & Boyle
 Trenton.....Home Furn.
 Trenton.....Hurley Tobin
 Union.....W. Wilderrotter & Co.
 Westwood.....Five Corners Furn. Co.
 Woodbridge.....Irwin's Fine Furn.
 Woodbridge.....McManus Bros.
 Woodbridge.....Rockford Furn. Co., Inc.

NEW MEXICO

Albuquerque.....Broome Furn. Co.
 Albuquerque.....Frazier Furn. Co.

Leaksville.....Leaksville Furn. Co.
 Newbern.....Oettinger Bros., Inc.
 Reidsville.....Reidsville Furn. Co.
 Roanoke Rapids.....Heilig Meyers Co.
 Rockingham.....Hallum Furn. Co.
 Rocky Mount.....Heilig Meyers Co.
 Roxboro.....Person Furn. Co.
 Roxboro.....Roxboro Furn. Co.
 Salisbury.....Sterchi Bros. Stores, Inc.
 Sanford.....Dossenbach's Furn. Co.
 Scotland Neck.....Heilig Meyers Co.
 Shelby.....Sterchi Bros. Stores, Inc.
 Siler City.....Dossenbach's Furn. Co.
 Statesville.....Gordon's Furn. Stores
 Wadesboro.....Hallum Furn. Co.
 Wendell.....Wendell Furn. Co., Inc.
 West Jefferson.....Rhodes Furn. Co.
 Wilkesboro.....Gray Bros.
 Williamston.....Heilig Meyers Co.
 Wilson.....Heilig Meyers Co.
 Winston-Salem.....Haverty Furn. Co.
 Winston-Salem.....Rominger Furn. Co.

NORTH DAKOTA

Minot.....Keating's
 Wahpeton.....Vertin Furn. Co.

OHIO

Akron.....Akron Furn. Co.
 Akron.....General Furn. Co.
 Akron.....M. O'Neil Co.
 Akron.....Polsky's
 Ashtabula.....Penny Furn. Co.
 Athens.....Harris Furn. Stores
 Barnesville.....Kirk's
 Belpre.....Belpre Furn. Co.
 Canton.....R & J Furn. Co.
 Central Point.....May & Co.
 Cincinnati.....A & N Furn. & Appl. Co.
 Cincinnati.....Charles F. Brill Furn.
 Cincinnati.....Rollman & Sons Co.
 Cincinnati.....John Shillito Co.
 Cincinnati.....Solway's Furn. Co.
 Cleveland.....Furniture Land
 Cleveland.....Jamestown Furniture
 Cleveland.....The May Co.
 Cleveland.....Rowe Furn.
 Cleveland.....Wm. Taylor Son & Co.
 Cleveland.....Warner Furn.
 Columbus.....Carroll's Town & Country

Sandusky.....Herman's Furn. Store
 Shelby.....Shelby Furn. Co.
 Springfield.....Hadley Furn. Co.
 Springfield.....People's Warehouse Store
 Springfield.....Wren's
 Steubenville.....The Hub of Steubenville
 Steubenville.....L. and A. Furn. Co.
 Tiffin.....Arend-Corthell Furn. Co.
 Toledo.....Kobacker's Furn. Co.
 Toledo.....The Lamson Bros. Co.
 Toledo.....LaSalle & Koch Co.
 Toledo.....The Lion Store
 Toledo.....Maxine Furn. Co.
 Toledo.....Toledo Home Furn. Co.
 (Three Stores)
 Troy.....Troy Rowlands Furn. Co.
 Wapakoneta.....Auglaize Furn.
 Warren.....Cross-Leslie Co.
 Wauseon.....John Bigelow Furn. Co.
 Wilmington.....David Adair Furn.
 Wilmington.....Rice Furn.
 Xenia.....R. D. Adair Furn.
 Youngstown.....Hume's
 Youngstown.....Strauss Hirschberg Co.
 Zanesville.....Henneburg Furn. Co.

OKLAHOMA

Altus.....Southwestern Furn. & Appl.
 Alva.....C. E. Loomis Furn. Co.
 Bartlesville.....Piper Furn. Co.
 Duke.....Darby Furn. Co.
 El Reno.....Cox-Morris Wright Furn. Co.
 Enid.....C. E. Loomis Furn. Co.
 Lawton.....Southwestern Furn. & Appl.
 Midwest City.....Graves Furn. Co.
 Oklahoma City.....John A. Brown Co.
 Oklahoma City.....Carnish Furn. Co.
 Oklahoma City.....Haggard's Furn., Inc.
 (all five stores)
 Oklahoma City.....Harbour Longmire Co.
 Oklahoma City.....Sneed Furn. Co.
 Sapulpa.....Gilliam & Harris
 Sapulpa.....Rule Reel Furn. Co.
 Shawnee.....Perry & McGee Furn. Co.
 Skiatook.....Jones Hardware & Furn.
 Tulsa.....Brown Dunkin Co.

OREGON

Albany.....Frager Furn.
 Astoria.....Hildebrand & Co.

Roseburg.....Carstens Furn.
 Roseburg.....Curtis Bros. Home Furnishings
 Salem.....Meier & Frank Co.
 Salem.....Woodyard Furn. Co.
 Seaside.....Bjorklund's
 Sweet Home.....Dave Epps Furniture
 The Dalles.....Hampton Furn. Co.
 Tillamook.....Fisher Bros.
 Toledo.....Bateman Furn. Co., Inc.

PENNSYLVANIA

Aliquippa.....Pittsburgh Mercantile Co.
 Allentown.....I. Benesch & Son
 Allentown.....Eastern Light Co.
 Ambridge.....Economy Furn. Co.
 Beaver Falls.....W. H. Gross Furn. Co.
 Bellefonte.....Wolf Furn. Co.
 Bethlehem.....Lipkin Furn. Co.
 Braddock.....Ohringer Home Furn. Co.
 Bryn Mawr.....Hobson & Owens
 Butler.....Davis Furn. Co.
 Butler.....May-Stern Co.
 Carlisle.....Brenner's Furn. Store
 Carlisle.....Miller's Furn. Store
 Chambersburg.....Brenner's Furn. Store
 Chambersburg.....Miller's Furn. Store
 Connelville.....Arrow Furn. Co.
 Coraopolis.....J. H. Gillis Furn.
 Du Bois.....Arrow Furn. Co.
 Easton.....Hockman Furn. Co.
 Erie.....M. Masiroff & Co.
 Farrell.....Myer Frank
 Finleyville.....Finleyville Furn. Co.
 Genesee.....Chapman-Burrows, Inc.
 Greensburg.....Ohringer Home Furn. Co.
 Hanover.....Miller's Furn. Store
 Hanover.....Waltersdorf Furn. Co.
 Harrisburg.....Hoover Furn. Co.
 Harrisburg.....Miller's Furn. Store
 Harrisburg.....Pomeroy's, Inc.
 Homestead.....Half Bros.
 Homestead.....Ruben's
 Houtzdale.....Eureka Stores
 Indiana.....Arrow Furn. Co.
 Johnstown.....Arrow Furn. Co.
 Johnstown.....The Geis Store, Inc.
 Johnstown.....Penn Traffic Co.
 Johnstown.....Swank's
 Lancaster.....Heinitsh Furn. Store
 Lancaster.....Oblender's, Inc.
 Latrobe.....Arrow Furn. Co.

SEE SIMMONS "BOXCAR BARGAINS" AT

All these Great Stores from coast-to-coast

(CONTINUED)

Lewistown.....Hoover Furn. Co.
Lockhaven.....Shadle's, Inc.
McKeesport.....Hirshberg's
McKeesport.....Ohringer Home Furn. Co.
McKeesport.....Ruben's
Mahanoy City.....R. Guinan & Co.
Meadville.....J. H. Nunn Co.
Meadville.....Robins Furn. Co. Inc.
Mount Carmel.....R. Guinan & Co.
New Castle.....Haney Furn. Co.
New Kensington.....May-Stern & Co.
New Kensington.....Myers Furn. Co.
Norristown.....Block's
Philadelphia.....Gimbel's - Cheltenham
Philadelphia.....Gimbel's - Downtown
Philadelphia.....Liebman's
Philadelphia.....Lit Bros.
Phillipsburg.....Wolf Furn. Co.
Pittsburgh.....Boggs & Buhl
Pittsburgh.....Frank & Seder
Pittsburgh.....Gimbel's - Downtown
Pittsburgh.....Gimbel's - North Hills
Pittsburgh.....Kaufmann's
Pittsburgh.....May-Stern & Co. (both stores)
Pittsburgh.....Mutual Furn. Co.
Pittsburgh.....Ohringer Home Furn.
Pittsburgh.....Pittsburgh Mercantile Co.
Pottsville.....E. Liner & Co.
Pottsville.....Pomeroy's, Inc.
Reading.....Kaufman's Furn. Co.
Reading.....E. Liner & Co.
Reading.....Pomeroy's, Inc.
Red Lion.....Zarfas Furn. Store
Shamokin.....R. Guinan & Co.
Sharon.....Lenarcic-Benard Furn. Co.
Shippensburg.....Brener's Furn. Store
Somerset.....Arrow Furn. Co.
Souderton.....Fisher Furn. Co.
State College.....Wolf Furn. Co.
Sunbury.....Hoover Furn. Co.
Sunbury.....Miller's Furn. Co.
Tyrone.....Wolf Furn. Co.
Uniontown.....Franklin Furn. Co.
Uniontown.....Metzler HomeFurnishing Co.
Vandergrift.....Arrow Furn. Co.
Washington.....Reichart Furn. Co.
Waynesboro.....L & H Brener's Furn. Store
Waynesboro.....Miller's Furn. Store
West Brownsville.....Pittsburgh Mercantile Co.
Wilkes-Barre.....United Furn. Mfrs.
Wilkesburg.....Faller Furn. Co.
Williamsport.....Hoover Furn. Co.
Williamsport.....Wolf Furn. Co.
Winber.....Eureka Stores
York.....Hoover Furn. Co.
York.....Shive's, Inc.

RHODE ISLAND

Newport.....Walsh Bros.
Providence.....Joseph Marcus & Co.
Providence.....The Outlet Co.
Woonsocket.....McCarthy Dry Goods Co.

SOUTH CAROLINA

Aiken.....Maxwell Bros. Furn. Co.
Aiken.....Rhodes Furn., Inc.
Charleston.....Altman Furn.
Charleston.....Empire Furn.
Charleston.....Southern Furn.
Columbia.....Bridges Furn. Co.
Columbia.....Haverty Furn. Co.
Greenville.....Belk-Simpson Co.
Greenville.....Haverty Furn. Co.
Greenville.....Mather Bros.
Greenwood.....Maxwell Bros. & Benson
Greenwood.....R. J. Spratt's
Laurens.....Maxwell Bros. & Kinard
Seneca.....Maxwell Bros. & McCallum
Spartanburg.....Dunbar & Ellis
Spartanburg.....Hammond Brown Jennings
Spartanburg.....Maxwell Bros. Furn.
Sumter.....Maxwell Bros. & Blackwell
Walterboro.....Easterlin Furn.
Woodruff.....Maxwell Bros. & Kinard

SOUTH DAKOTA

Hot Springs.....Midwest Furn. Co.
Mitchell.....Johnson Furn. Co.
Rapid City.....Sewell & Tobin
Sioux Falls.....Johnson Furn. Co.

TENNESSEE

Athens.....Cherokee Hdwe. Co.
Chattanooga.....Clemons Bros. Co.
Chattanooga.....Sterchi Bros. Stores, Inc.
Clarksville.....Sterchi Bros. Stores, Inc.
Cleveland.....Abel Hdwe. & Furn. Co.
Cleveland.....Sterchi Bros. Stores, Inc.

Columbia.....Sterchi Bros. Stores, Inc.
Copperhill.....Smelter Store
Elizabethton.....Ritchie's, Inc.
Elizabethton.....Sterchi Bros. Stores, Inc.
Erwin.....Boyd-Deamond, Inc.
Fayetteville.....Sterchi Bros. Stores, Inc.
Fountain City.....King Furn. Co.
Goodlettsville.....B. F. Myers Furn.
Greenville.....Doughty-Stevens Co.
Greenville.....Sterchi Bros. Stores, Inc.
Jackson.....Aderholt & Rhodes
Johnson City.....Sterchi Bros. Stores, Inc.
Johnson City.....Walker Furn. Co.
Kingsport.....Baylor-Nelms Furn. Co.
Kingsport.....Dobyn's-Taylor Hdwe. Co.
Kingsport.....W. B. Greene Co., Inc.
Kingsport.....Sterchi Bros. Stores, Inc.
Knoxville.....Fielden Furn. Co.
Knoxville.....Fowler Bros. Co., Inc.
Knoxville.....Moser Furn. Co.
Knoxville.....Pease Furn. Co.
Knoxville.....Rich's, Inc.
Knoxville.....Sterchi Bros. Stores, Inc.
Knoxville.....The Knox
LaSelle.....Baxter Clark Furn. Co.
Maryville.....Maryville Furn. Co.
Maryville.....Proffitt's, Inc.
Maryville.....Sterchi Bros. Stores, Inc.
Memphis.....Moss Furn. Co.
Memphis.....Sam Fortas HomeFurnishings
Morristown.....Prater Equip. Co. Inc.
Morristown.....Sterchi Bros. Stores, Inc.
Nashville.....Banner Furn.
Nashville.....Beesley's Furn.
Nashville.....H. Brown Furn.
Nashville.....Harvey's
Nashville.....Sterchi Bros. Stores, Inc.
Newport.....Driskill & Ray Furn. Co.
Oak Ridge.....Sterchi Bros. Stores, Inc.
Paris.....Baxter Clark

TEXAS

Abilene.....Waldrop Furniture Co.
Abilene.....Woodlock Furniture Co.
Alice.....Davis Furniture Co.
Amarillo.....The Cosmopolitan, Inc.
Amarillo.....Southern Furn. Co.
Atlanta.....Hemenway's
Austin.....Bridges Furniture Co.
Austin.....Karotkin Furn. Co.
Baytown.....Culpepper Furn. Co.
Beaumont.....Finger Furn. Co.
Beeville.....Lack's Stores, Inc.
Bellaire.....Bellaire Furn. Studio
Borger.....Lindsey Furn. Co.
Brownfield.....Griggs & Goble Furn. Co.
Bryan.....Kraft Furn. Co.
Crockett.....Morrow Furn. Store
Corpus Christi.....Allen Furn. Co.
Corpus Christi.....Fedway Store
Dallas.....Home Furn. Co.
Dallas.....Sanger's
Dallas.....White's Stores, Inc. (all stores)
Dumas.....Southern Furn. Co.
Edinburg.....Star Furniture
Edna.....Goppert Furniture
El Paso.....American Furn. Co.
El Paso.....Union Furn. Co.
El Paso.....White's Stores, Inc.
Fort Worth.....Ellison's
Fort Worth.....Leonard's
Fort Worth.....White's Stores, Inc.
Freepot.....Darwood Furn. Co.
Galveston.....Plantowsky's
Galveston.....Schreiber & Miller Furn. Co.
Galveston.....Warren Furn. Co.
Grand Prairie.....White's Stores, Inc.
Greenville.....Collins Furn. Co.
Harlingen.....Junkin Furn. Co.
Houston.....Finger Furn. Co.
Houston.....Foley's
Houston.....Joske's of Houston (Downtown - Gulfgate)
Houston.....Morrison Furn. Co.
Houston.....G. A. Stowers Furn. Co.
Houston.....Suniland Furn. Co.
Houston.....White's Stores, Inc.
Irving.....White's Stores, Inc.
Kerrville.....Fawcett Furn. Co.
Kingsville.....Allen Furn. Co.
Laredo.....Modern Furn. Co.
Longview.....Fedway
Lubbock.....Harold Griffith Furn. Co.
Lubbock.....Hub Furn. & Appl.
Lubbock.....Spikes Bros. Furn. Co.
Lufkin.....Hemenway's

McAllen.....Whalen's Furn.
McKinney.....Johnson's
Marshall.....Hemenway's
Midland.....Knorr Furn. Co.
Mt. Vernon.....Lowry's
Odessa.....Phillips Furn. Co.
Odessa.....Woodlock Furn. Co.
Overton.....Pope & Turner Inc.
Palestine.....Flournoy Furn. & Appl. Co.
Perryton.....Perryton Furn. Co.
Port Arthur.....Port Arthur Furn.
Richardson.....White's Stores, Inc.
Robstown.....Lack's Stores, Inc.
Rosenberg.....Rudd & Sons
San Angelo.....Household Furn. Co.
San Angelo.....Robert Massie Co.
San Angelo.....Shepperson Furn. Co.
San Antonio.....Household Furn. Co.
San Antonio.....Joske's of Texas
San Antonio.....Karotkin Furn. Co.
San Antonio.....King Furn. Co.
San Antonio.....G. A. Stowers Furn. Co.
San Antonio.....White Stores
San Benito.....Whalen's Furn.
San Marcos.....Field Furn.
Sherman.....Knight's
Stephenville.....J. T. May & Co.
Sweetwater.....Modern Furn. Store
Temple.....J. T. Mays & Co.
Texas City.....Plantowsky's
Texas City.....Warren Furn. Co.
Tyler.....Broadway Economy Furn.
Tyler.....Broadway Furn. Co.
Tyler.....Pope & Turner, Inc.
Tyler.....Swann's
Victoria.....Lack's Stores, Inc.
Victoria.....G. A. Stowers Furn. Co.
Waco.....Clifton-Simpson Furn. Co. (Downtown & Westview Suburban)
Wichita Falls.....Riley Furn. Co.
Wichita Falls.....Southwestern Furn. & Appl.

VIRGINIA

Alexandria.....Barnes & Kimel Co.
Alexandria.....Frank Michelbach, Inc.
Alta Vista.....Schewel Furn. Co.
Arlington.....Barnes & Kimel Co.
Arlington.....S. Kann Sons Co.
Arlington.....P. J. Nee Co.
Bristol.....Rhodes Furn., Inc.
Collinsville.....Midway Furn. Co.
Colonial Heights.....Butterworth Furn. Co.
Danville.....Rhodes Furn., Inc.
Danville.....Schewel Furn. Co.
Emporia.....Thornton's
Falls Church.....Barnes & Kimel Co.
Franklin.....Thornton-Livesay, Inc.
Fredericksburg.....White & Weeks Furn. Co.
Fries.....Pless Furn. Co.
Corpus Christi.....Pless Electric & Furn. Co.
Hampton.....Goldstein Bros.
Harrisonburg.....Denton's Furn. & Fl. Cov.
Harrisonburg.....Schewel Furn. Co.
Hopewell.....Butterworth Furn. Co.
Keller.....Eichelberger's Furn.
Luray.....Schewel Furn. Co.
Lexington.....Schewel Furn. Co.
Lynchburg.....Schewel Furn. Co.
Martinsville.....Townes Furn., Inc.
Newport News.....Goldstein Bros.
Newport News.....Home Furn. Co.
Norfolk.....Center Shops
Norfolk.....Grand Furn. Co.
Norfolk.....Home Furn. Co.
Norfolk.....Lakeland Furn. Center
Norfolk.....A. T. Legum Furn. Co.
Norfolk.....Midway Furn. Co.
Norfolk.....Modern Day Furn. Corp.
Norfolk.....Quality Furn. Co., Inc.
Norfolk.....W. G. Swartz Co., Inc.
Norton.....Wise Hdwe. & Furn. Co.
Petersburg.....Talmage Furn. Co.
Portsmouth.....M. M. Crockett Co.
Portsmouth.....Home Furn. Co.
Pulaski.....Pless Furn. Store
Richmond.....Haverty Furn. Co.
Richmond.....Meyers Furn. Co.
Richmond.....Miller & Rhoads
Richmond.....Sydnor & Hundley
Richmond.....Thalhimer's
Roanoke.....Haverty Furn. Co.
Roanoke.....Reid and Cutshall
Roanoke.....Wright Furn. Co.
Staunton.....Cline's, Inc.
Suffolk.....Thornton Furn. Co.
Winchester.....Schewel Furn. Co.
Winchester.....Winchester Furn. Co.

UTAH

Bountiful.....Union Furn. Co.
Cedar City.....Leigh Furn. & Carpet Co.
Layton.....Union Furn. Co.
No. Salt Lake.....Mark Brown-Home Furnshgs.
Ogden.....The Bon Marche
Provo.....Dixon Taylor Russell
Roy.....Union Furn. Co.
Salt Lake City.....Mark Brown-Home Furnshgs.
Salt Lake City.....Hanco Furn. Stores
Salt Lake City.....South East Furn. Co.
Salt Lake City.....Standard Furn. Stores
Salt Lake City.....Sterling Furn. Co. (both stores)

VERMONT

Barre.....Hooker's Wayside Furn. Co., Inc.
Bennington.....Home Furn. Co.
Brattleboro.....Emerson's
Burlington.....Agel-Corman Furn. Co.
Rutland.....Godnick's Fine Furn.
Rutland.....Grand Furn., Inc.
Springfield.....S. R. Young, Inc.

WASHINGTON

Aberdeen.....Goldberg Furn. Co.
Burlington.....McKay Furn. Co.
Centralia.....Gesler McNiven Co.
Colfax.....Neill's Colfax Furn.
Ephrata.....Greenlee Furn. Co.
Ellensburg.....Fitterer Bros.
Everett.....The Bon Marche
Everett.....Erickson Bros. Furn. Co., Inc.
Everett.....Hinote Hdwe. & Furn.
Goldendale.....Mayson Furn. Co.
Hoquiam.....Hansen Furn. Co.
Ilwaco.....Doupe Bros.
Kennewick.....Kragh's Furn.
Longview.....Bon Marche
Olympia.....Goldberg Furn. Co.
Pasco.....Perry's Furn.
Port Angeles.....Kaufman-Miller Co.
Pullman.....Neill's Furn. Store
Raymond.....Jensen Furn. Co.
Renton.....Renton Hdwe. & Furn.
Richland.....Richland Bell Furn.
Seattle.....Bon Marche - Downtown
Seattle.....Bon Marche - Northgate
Seattle.....Standard Grunbaum Furn. Co.
Spokane.....Bell Furn. - Downtown
Spokane.....Bell Furn. - Northtown
Spokane.....Burgan's Furn.
Spokane.....The Crescent
Spokane.....Empire Furn.
Spokane.....Liberty Furn.
Spokane.....Pratt Furn.
Tacoma.....Rhodes
Tacoma.....Schoenfeld's
Vancouver.....Vancouver Furn. Co.
Walla Walla.....Gradwohl Furn. & Carpets
White Salmon.....Mayson Furn. Co.
Yakima.....Bon Marche
Yakima.....Harold H. Schultz

WEST VIRGINIA

Beckley.....Beckley Hdwe. & Supply Co.
Bluefield.....Kammer Furn. Co.
Charleston.....Woodrum's
Clarksburg.....Palace Furn.
Fairmont.....Standard Furn. Co.
Grafton.....J. Lee Evans Furn. Store
Grafton.....Siehler Furn. Co.
Hinton.....Briers Home Furn. Co.
Huntington.....Star Furn. Co.
Martinsburg.....Martinsburg Furn. Co.
Martinsburg.....Reliable Furn. Store
Morgantown.....Loving Furn. Co.
Moundsville.....Reichart Furn. Co.
Parkersburg.....Miller Furn. Co.
Parkersburg.....Reps Furn. Co.
Parkersburg.....Royal Furn. Co.
Parkersburg.....Ruth Furn. Co.
Piedmont.....Acme Furn. Co.
Princeton.....Tomchin Furn. Co.
Wheeling.....Reichart Furn. Co.

WYOMING

Cheyenne.....American Furn. Co.
Cheyenne.....The Harris Furn. Co.

WISCONSIN

Appleton.....Leath & Co.
Ashippun.....Pagenkopf Furn. & Appl.
Ashland.....Columbia Furn. Co.
Baraboo.....McGann Furn. Co.
Barlton.....Tectman & Myrhum
Beaver Dam.....Matlin's Furn.
Belleville.....Koltas & Keegan Hdwe. & Furn.
Beloit.....Leath & Co.
Beloit.....Olsen Conroy & Co.
Cambridge.....A. D. Prescott & Son
Cuba City.....Donohoo Furn. Co.
Eau Claire.....Leath & Co.
Elm Grove.....Bluemound Furn. Co.
Eltrick.....Runnestrand Bros.
Fond du Lac.....Leath & Co.
Fond du Lac.....Kremer Bros.
Green Bay.....Leath & Co.
Green Bay.....W. G. & R. Furn. Co.
Janesville.....Leath & Co.
Kaukauna.....Fargo's, Inc.
Kenosha.....Bode Bros. Furn.
LaCrosse.....Boyer's Inc.
LaCrosse.....Leath & Co.
LaCrosse.....Ross of LaCrosse
LaCrosse.....Tillman Bros. Inc.
Lodi.....Koltas Lumber Co.
Madison.....Leath & Co.
Madison.....Madison Bedding & Furn.
Madison.....Skellton's Furn. Co.
Marshfield.....Leath & Co.
Mayville.....L. W. Moul Furn.
Menasha.....Home Furniture
Milwaukee.....Gimbels
Milwaukee.....Hilbert Furn. Co.
Milwaukee.....Klode Furn. Co.
Milwaukee.....Kosciuszko Furn. Co.
Milwaukee.....Nelson Bros. Furn. Co.
Milwaukee.....Niss Furn. Stores
Milwaukee.....Schuster's
Monroe.....Snively Town & Country
Neenah.....Larson-Schreier
New Glarus.....D'sch Furn. Co.
New London.....Cline & Hanson
Oshkosh.....Leath & Co.
Pulaski.....W. G. & R. Furn. Co.
Racine.....Niss Furn. Store
Reedsburg.....Helms-Quinlan
Rice Lake.....Boehmer's Ace Store
Richland Center.....Lunenschloss-Hansen Inc.
Ridgeway.....Ayers Furn. Co.
Sheboygan.....H. C. Prange Co.
South Milwaukee.....Weinstein Furn. Co.
Stevens Point.....Boston Furn. Co.
Stoughton.....Koltas & Keegan Hdwe. & Furn.
Sturgeon Bay.....H. C. Prange Co.
Watertown.....Kock Furn. Co.
Waukesha.....Randle's Inc.
Waupaca.....Bammel's
Wausau.....Leath & Co.
Wausau.....Radandt Furn. Co.
West Allis.....Green Furn. Co.
Wisconsin Rapids.....Johnson Hill's Inc.

ALASKA

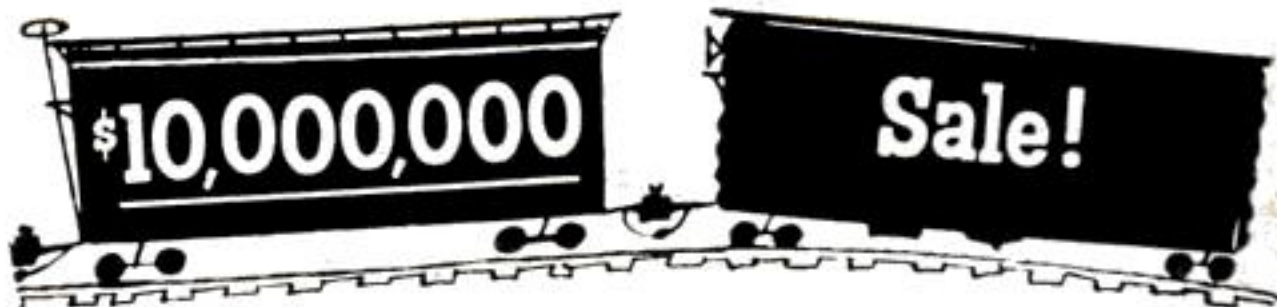
Fairbanks.....Nerland's

MEXICO

Tia Juana.....Muebleria La Malinche

HAWAII

Hilo.....F. Koehnen, Ltd.
Hilo.....I. Yamada Furn. Store, Ltd.
Honolulu.....Asahi Furn. Co.
Honolulu.....Central Furn. Co., Ltd.
Honolulu.....Dung's Furn.
Honolulu.....Fuji Furn. Co. Ltd.
Honolulu.....Kaimuki Furn. Store
Honolulu.....Kapiolani Furn. & Appl.
Honolulu.....Modern Sales
Honolulu.....Oahu Furn. Co.
Honolulu.....Pacific Furn. Store
Honolulu.....Rattan Art Gallery, Ltd.
Honolulu.....State Furn. Co.
Honolulu.....Sur Furniture
Kahului.....A & B Stores
Kailua.....Kailua Furn. Ltd.
Lihue.....H. S. Kawakami Stores, Ltd.
Waipahu.....Arakawa's





Beat the heat: Canada Dry sparkling mixers make frosty highballs as cool as the shade of a beach umbrella in a summer snow storm. They're better for you too...the zesty bubbles reduce after effects.*

Recipes for 4 cooling highballs with more flavor, longer-lasting sparkle



Vodka and Ginger Ale

Over cracked ice, in a highball glass, pour 1½ oz. vodka. Fill with zesty Canada Dry Ginger Ale. The delightful Ginger flavor makes a cool refreshing drink.



Gin and Tonic

Fill a tall glass with ice, pour 2 oz. of gin. For cooling appeal add a slice of lime or lemon... fill with light, glacier blue Canada Dry Quinine Water. It's sparkling dry.



Whiskey Collins

A highball glass with ice, pour 2 oz. of your favorite whiskey. Fill with Canada Dry True Fruit Collins Mix. The tangy flavor sparkles the whole drink through.



Scotch and Soda

Place into tall glass ice-cubes and 1½ oz. of Scotch. Fill to the brim with longer-lasting Canada Dry Club Soda. Sparkling bubbles liven this drink perfectly.



The little extra you pay for Canada Dry Mixers is the price of perfection!

*According to scientific research conducted at a leading university.



5½ hp can make a guy feel like Columbus

KIDS LOVE TO MAN 'EM, TOO...

"Sweetest-running Johnsons ever!"

From the mighty Golden Javelin to the sturdy, weed-defying 3, all nine of this year's new Johnsons are so well-behaved that, with grown folk along, there's no reason a half-pint can't take over.

Easier manual starting makes even our new 35 hp motors as easy to get going as outboards half their size. And now there's 12-volt electric starting in both the 18 and 35 hp classes. Add a slip-clutch that ends drive pin worries, plus traditional Sea-Horse quiet and dependability and you've got 'em—sweetest-running Johnsons ever. See your Johnson dealer now. He's listed in your classified phone book.

FREE! 1957 Sea-Horse Catalog, write: Johnson Motors, 258 Pershing Rd., Waukegan, Ill. Division of Outboard Marine Corp. In Canada: manufactured by Johnson Motors, Peterborough, Ont.

A million Sea-Horse owners will tell you JOHNSON KNOWS BEST

FOR '57—A WIDE AND WONDERFUL CHOICE!

(From \$155 to \$625)

Golden Javelin*, Sea-Horse 35*, Sea-Horse 35, Sea-Horse 18*, Sea-Horse 18, Sea-Horse 10, Sea-Horse 7½, Sea-Horse 5½, Sea-Horse 3. Nine models in all.

*12-volt electric starting (new quick-charging generator available as accessory on first two models). Prices f.o.b. factory, subject to change. OBC certified brake hp at 4000 rpm (18s and 35s at 4500)



LETTERS TO THE EDITORS

THE FIRST MAN-MADE MOON

Sirs:

Thank you for the splendid presentation on the earth satellite project ("A Scientific Race against Time to Launch the First Man-Made Moon," LIFE, June 3).

It furnished a clear and accurate description of the purpose and the *modus operandi* of the project to a wider audience than has been reached by other published material.

Very few have understood that the best efforts of hundreds of scientists, engineers, manufacturers and military men are involved in this effort.

CAPTAIN P. H. HORN
Director

U.S. Naval Research Laboratory
Washington, D.C.

Sirs:

LIFE's drawing of the satellite's path indicates it will not be seen north of 40° north latitude, or in the northern part of the United States. If this is true, there will be many disappointed taxpayers in New York, Detroit, Chicago, Seattle and points in between.

However, if your drawing is correct, I shall pack up my telescope and head south.

LUDLOW P. FONTS

Chicago, Ill.



SATELLITE SPOTTERS PREPARE IN PHOENIX

● Scientists say the satellite might be seen in Philadelphia. Washington, D.C. is a still better location. Even better is Phoenix, Ariz. where an amateur satellite watchers' club is already practicing atop a bank building.—ED.

Sirs:

On the cover of LIFE you show the photograph entitled "Shell of Satellite Mirrors Its Makers." I suspect that it should also mirror its photographer, although I could not find any such evidence. Could you explain the reason for this?

LIONEL A. WAXMAN

Philadelphia, Pa.

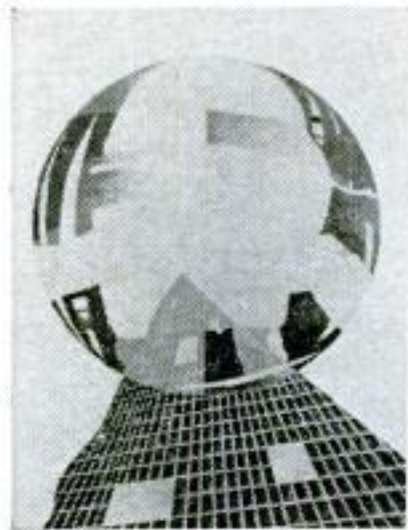
Sirs:

I give up. Where is the reflection of the cameraman on the cover?

PAUL B. HOUGH

Cincinnati, Ohio

● He and his camera were hidden behind the little satellite which is mirrored in the big satellite.—ED.



"NUCLEAR II"

amazing. And what's more unusual is the name the late Mr. Moholy-Nagy selected for his work. It is called *Nuclear II*!

VIOLET MILLER

Oak Lawn, Ill.

HAVING A KID SISTER

Sirs:

"The Pleasures and Pains of Having a Kid Sister" (LIFE, June 3) is one of the most delightful articles I have ever read.

We have three children—Jeff, 3½, Nola, 15 months, and Chris, 3 months. It almost seems like the article was written about Jeff and Nola. The pictures are simply priceless.

MRS. LAWRENCE J. SCHEPPER

Bay City, Mich.

Sirs:

The story was beautiful! All this around us every day, and how few of us really see it until a sensitive artist captures it for us!

JEANETTE WISHING

San Carlos, Calif.

A LOOK AT THE WORLD'S WEEK

Sirs:

Three rousing cheers for Governor Leroy Collins of Florida for finally terminating the Hildy Case ("Hildy's Victorious Hug," LIFE, June 3).

While everyone else was splitting hairs over legal and religious technicalities, Gov. Collins alone seems to have had any proper concern for the feelings of Hildy Ellis herself.

RICHARD R. WAYT

Los Angeles, Calif.

AMERICA—THE BEAUTIFUL?

Sirs:

Three cheers on your editorial, "America—the Beautiful?" (LIFE, June 3).

It becomes rather annoying to hear all of these critical comments by British visitors to the U.S. They should have it so good.

MRS. I. BARTON

Detroit, Mich.

Sirs:

To René MacColl: I'm glad you're leaving, because America is no place for you.

To Peregrine Worsthorne: Businessmen and athletes make America great, and I hope you choke on your culture.

To Russell Lynes: Why don't you move to China? You won't have to worry about Prosperity and everybody will be very polite to you.

MICHAEL C. DEVINE

Pleasantville, N.Y.

Sirs:

It seems paradoxically inconsistent that you editorialize about a state of affairs which you and other magazines deliberately foster in order to survive.

DAVID J. DAVIDSON

Swampscott, Mass.

Sirs:

The fact that you wrote and printed such an editorial is encouraging proof that we Americans are aware of our faults.

LEDA SANFORD

Pelham, N.Y.

Sirs:

As an amateur etymologist and a staunch believer in fair-means-or-Fowler, I feel obliged to set you straight

Sirs:

When I saw your June 3 cover I wondered where I had seen it before. And now I remember. In the Chicago Art Institute hangs a painting by Laszlo Moholy-Nagy, a Bauhaus movement leader in Germany who also taught in the United States. He painted it in 1946.

Now turn your cover upside down and compare it with his. The similarity is

about the word "pizazz," used in your June 3 editorial.

"Pizazz" originated in the film *Funny Face* and was based on "bezaz," which, in turn, is derived from a gentle corruption of the word "bazaar," as in *Harper's*.

NAN SNEDE

New York, N.Y.

● "Pizazz" was actually invented in 1936 by Eleanor Barry, then fashion editor of *Harper's Bazaar* and now Mrs. Lawrence Lowman. She used "pizazz" to describe "something bubbly, exciting, furious and energetic." The word "bezaz," a corruption of "pizazz," was used in the movie *Funny Face*. It means the same thing as "pizazz."—ED.



ELEANOR BARRY LOWMAN

NEW TERROR IN A SAVAGE SPRING

Sirs:

In "New Terror in a Savage Spring" (LIFE, June 3) I found two errors.

As a native Texan transplanted to the state of Oklahoma, I wish to inform you that Ardmore is located in Oklahoma, not Texas. And Bryan, Texas is spelled Bryan, not Bryant.

JOYCE KEMPLE

Ardmore, Okla.

STORM OVER SANDS

Sirs:

You would enjoy seeing Tommy Sands become more popular than Elvis, wouldn't you?

You've been against Elvis from the start ("Storm over Sands," LIFE, June 3).

JANIE LITTON

Chillicothe, Mo.

Sirs:

I don't think Tommy Sands could ever take Elvis Presley's place in some girls' hearts. The ones that switch from Elvis to Tommy are crazy.

JUNE JONES

Hodges, S.C.

Sirs:

I am a fan of Tommy Sands and I'm very glad he is so popular.

But by now I'm pretty sick of his more emotional fans because every time he sings some of the girls in the TV audience scream so loud I can't even hear Tommy sing.

CAROL SHAW

Elko, Nev.

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SPEAKING OF PICTURES

A WHISKERY SIGHT

New York Aquarium unveils only walrus in U.S.

The only way anyone in the U.S. can see a live walrus is to visit the new New York Aquarium and ask for Olaf. He is an engaging and ungainly 650-pound sea mammal who was captured months ago off Greenland and now swims in a 60-foot pool at the aquarium's new Coney

OLAF CONSUMES A MASHED-UP CONCOCTION OF FOUR DOZEN CLAMS, 10 HERRING, SIX CANS OF EVAPORATED MILK, COD-LIVER OIL, MAZOLA OIL AND VITAMIN



Island quarters. Zoos have trouble getting and keeping walruses in captivity but Olaf is thriving. Some day he will weigh 3,000 pounds and have 24-inch tusks. Now he is not yet 2 and his tusks have just begun to grow. But he does have a lovely large set of walrus whiskers.

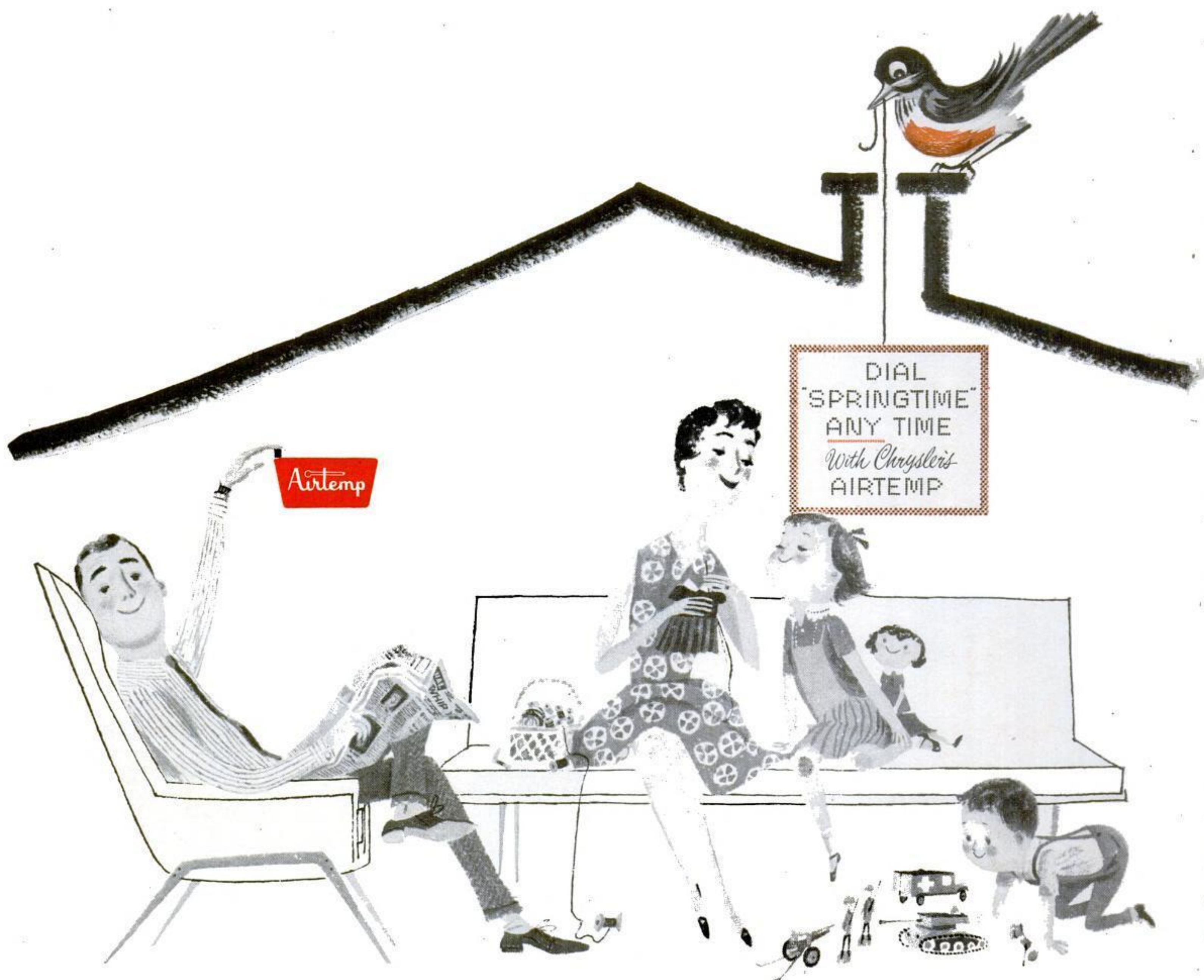
B-1 THREE TIMES A DAY, HE IS A SLOPPY EATER



OLAF ALLOWS KEEPER, TONY DILAURO, TO SIT ON HIS BACK OR ROLL HIM OVER AND SHAKE HIS FLIPPER

FLOATING ON HIS BACK, OLAF RUBS ONE-INCH TUSKS AGAINST RUBBER BALL HE CLUTCHES IN FLIPPER





Chrysler's AIRTEMP "WHOLE-HOUSE" air conditioning keeps families cool, comfortable—and together!

It's so easy to keep your family cool and comfortable with Airtemp central air conditioning. Just dial the temperature you want. You get cool, crisp air . . . free from mugginess. You have air that's cleaned and circulated quietly and gently. So give your family springtime comfort all summer.

Airtemp is engineered by Chrysler—for simple operation, for long service, for low cost.

Modernizing? You can add Airtemp cooling to

your present home for as little as \$23.96 monthly.

Buying? Ask your builder how little it can cost—as low as \$5.00 a month—to include Airtemp Air Conditioning.

Building? That same low \$5.00 figure can put Airtemp Air Conditioning in the home you are planning to build.

For a free estimate, see your Airtemp dealer. Or phone him—he's in the Yellow Pages.

AIR CONDITIONING AND HEATING



for businesses



for homes



for rooms



for cars



DAYTON 1, OHIO

Teddy Snow Crop says:



WIN

a Columbia

FIRE-ARROW BICYCLE

(Retail Value \$74.00)

Snow Crop Lemonade is giving away **FREE** 5 Bicycles every week-day in July and August in this Big Easiest-Ever **SNOW CROP CONTEST!** That's 270 Bicycles in 54 days!



Boys' and Girls' Models: 24" and 26" Sizes. Columbia Fire-Arrow—"Sports Bike of America"—the middleweight champ with small easy-roll White Wall Tires, Bendix Gear Shift with Power Brake, Airline Fenders, Short Tanks with Electric Horn, Electric Light, Built-In Kick Stand, Lightweight Saddle and Luggage Carrier. Fire Red and White Enamel with plenty of Sparkling Chrome!

HERE'S ALL YOU DO: Just complete this sentence, on Official Contest Entry Blank, in 25 additional words or less: "I HOPE TO WIN A COLUMBIA BICYCLE BECAUSE..." Mail completed Entry Blank, with your name and address and the top of a Snow Crop Lemonade Can to: **SNOWCROP BICYCLE CONTEST, Box 76B, Mount Vernon, N. Y.**

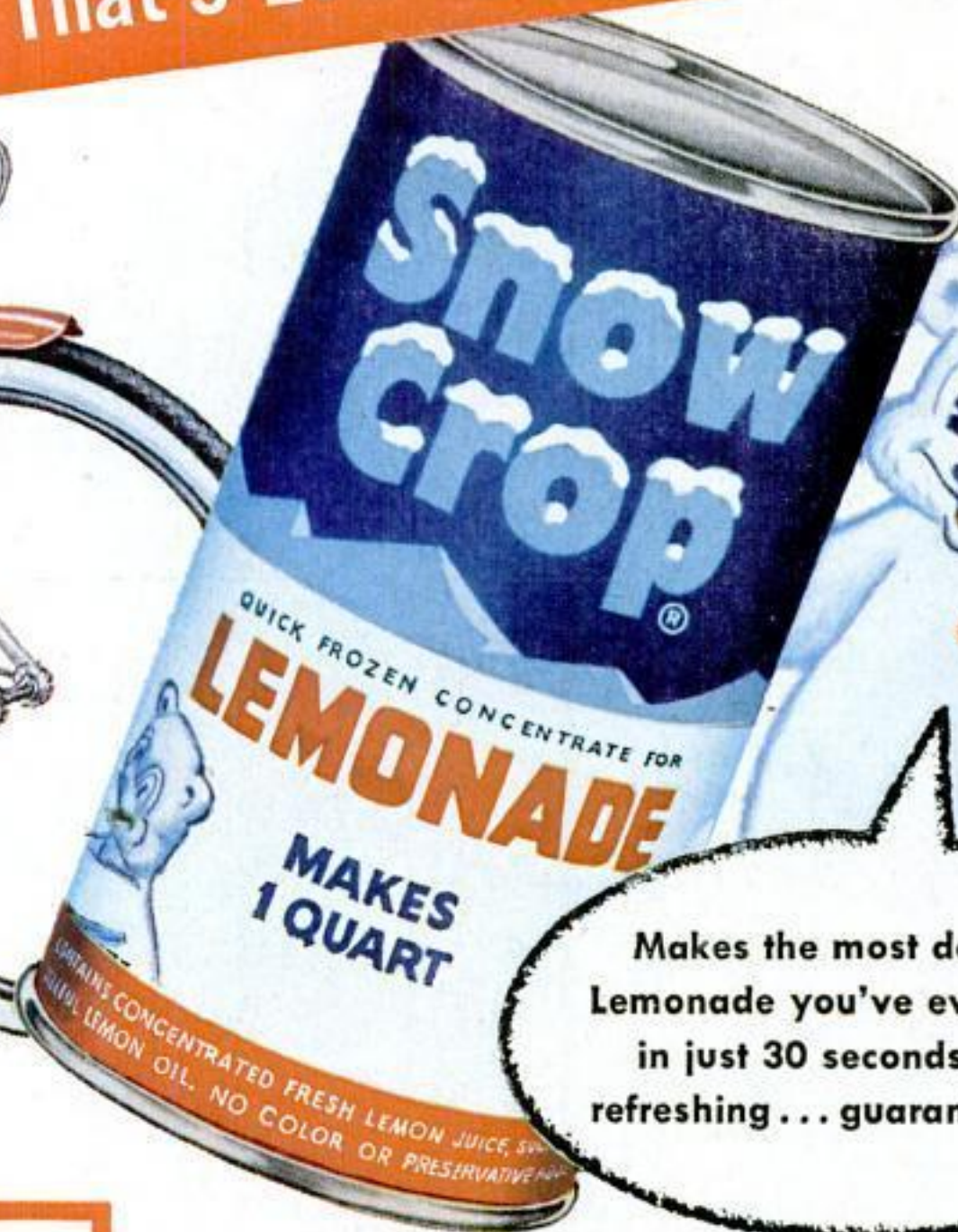
Start now!
Get this Official Contest Entry Blank at your favorite Frozen Food dealer's today!



HINTS TO HELP YOU WIN!

It's what you say—not how you say it that counts! You might, for example, write something like this: "I hope to win a Columbia Bicycle because then I can ride back and forth to school and save a lot of time and have more time to play and do my homework!"

Sure, you can do better than this. Just write your reasons for wanting a Bicycle—in your own way. You may send in as many entries as you wish—provided each Entry is on an Official Entry Blank, and is accompanied by a Snow Crop Lemonade Can top. Start today. Enter often. The more you enter, the more chances you have to win!



Makes the most delicious Lemonade you've ever tasted... in just 30 seconds. Cooling, refreshing... guaranteed best!

ONLY Snow Crop Frozen Lemonade is guaranteed "Top of the Lemonade Crop." Snow Crop Quality Inspectors select only the choicest, tangiest, tree-ripened California lemons for Snow Crop Lemonade. These flavorful lemons are squeezed, sweetened and fresh-frozen within hours—to give you a lemonade that's tops as a summertime treat!

Snow Crop
Quick Frozen **LEMONADE** *Pink or Regular*

GUARANTEED TOP OF THE CROP

COOL, COOL "cold cuts"

What goes better with a warm night than a cool, savory platter of Rath's absolutely scrumptious Sliced Meats. No fussing, no brewing, no stewing. Just whip open those air-tight packages. Lay out those kitchen-fresh slices of Ham, Salami, etc. etc. etc. (After all, we make 33 different varieties.)

They're hearty enough for man-size suppers but without one bit of work—lucky you!

Rath makes over 1,000 meat products—but when you try any one, it's one in a million.



Rath BLACK HAWK MEATS

THE RATH PACKING COMPANY, WATERLOO, IOWA

FINER FLAVOR FROM THE LAND O' CORN



TIME: *The afternoon*

PLACE: *Paris—where else?...*



ALLIED ARTISTS Presents

GARY COOPER
AUDREY HEPBURN
MAURICE CHEVALIER

**LOVE
IN
THE
AFTERNOON**

Produced and Directed by **BILLY WILDER** with JOHN MCGIVER • Screenplay by BILLY WILDER and I. A. L. DIAMOND
Based on Novel by CLAUDE ANET • Musical Adaptation by FRANZ WAXMAN



"My name is Chavasse. I am—how you say eet?—private eye..."



"Rich Americans like this one give Paris her reputation..."



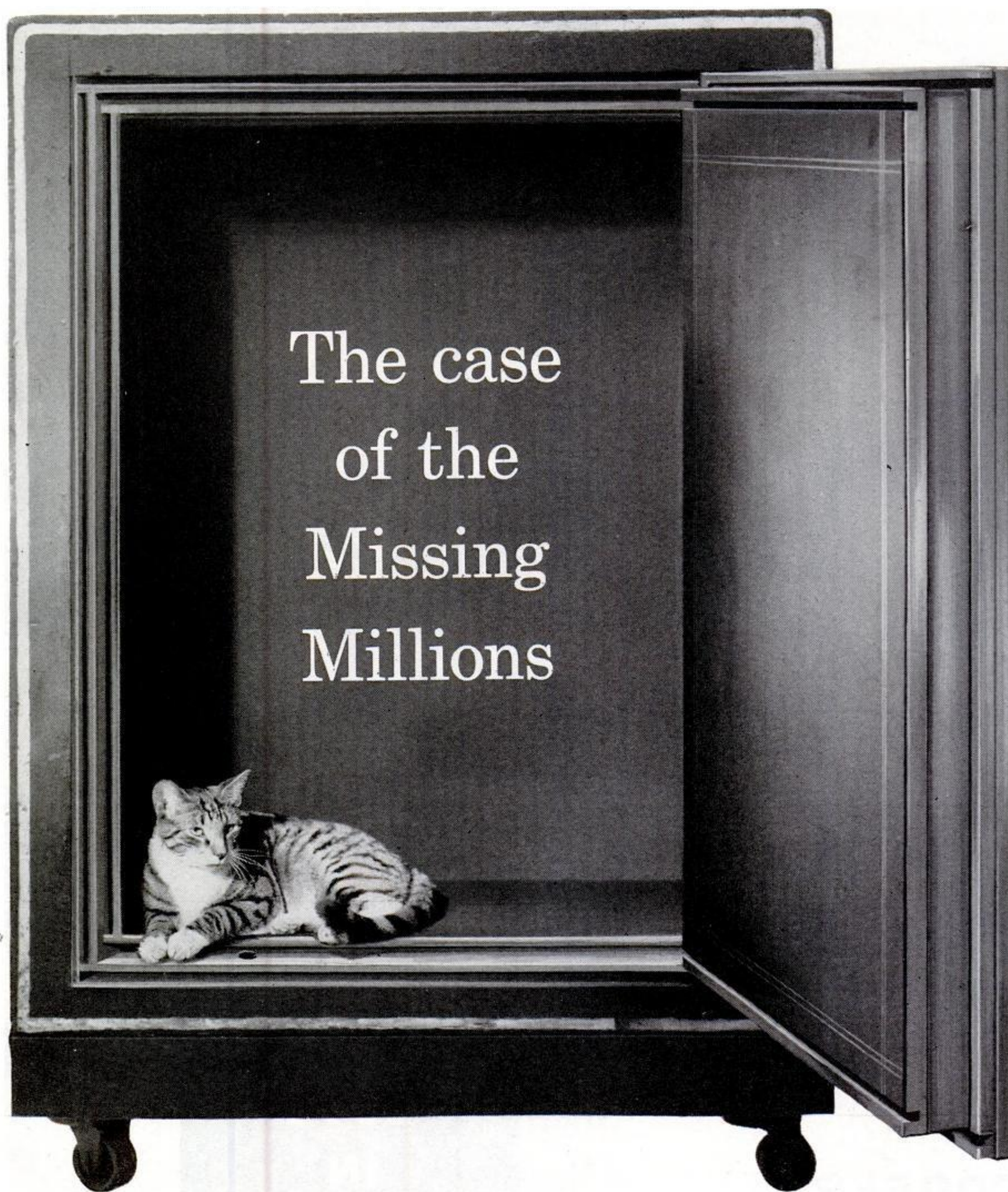
"He can resist everything but wine, women and girls..."



"I *cherchez* his latest *femme*—and find my own daughter!"



"The ending? Most intriguing! And the picture? *Magnifique!*"



The case of the Missing Millions

Millions of tax dollars are lost every year through a strange kind of tax favoritism. And you are taxed extra to help balance the loss.

As a customer of an independent electric light and power company, about 23¢ out of every dollar you pay for electricity goes for taxes. But because of present tax laws, people served by federal government power systems escape paying most of

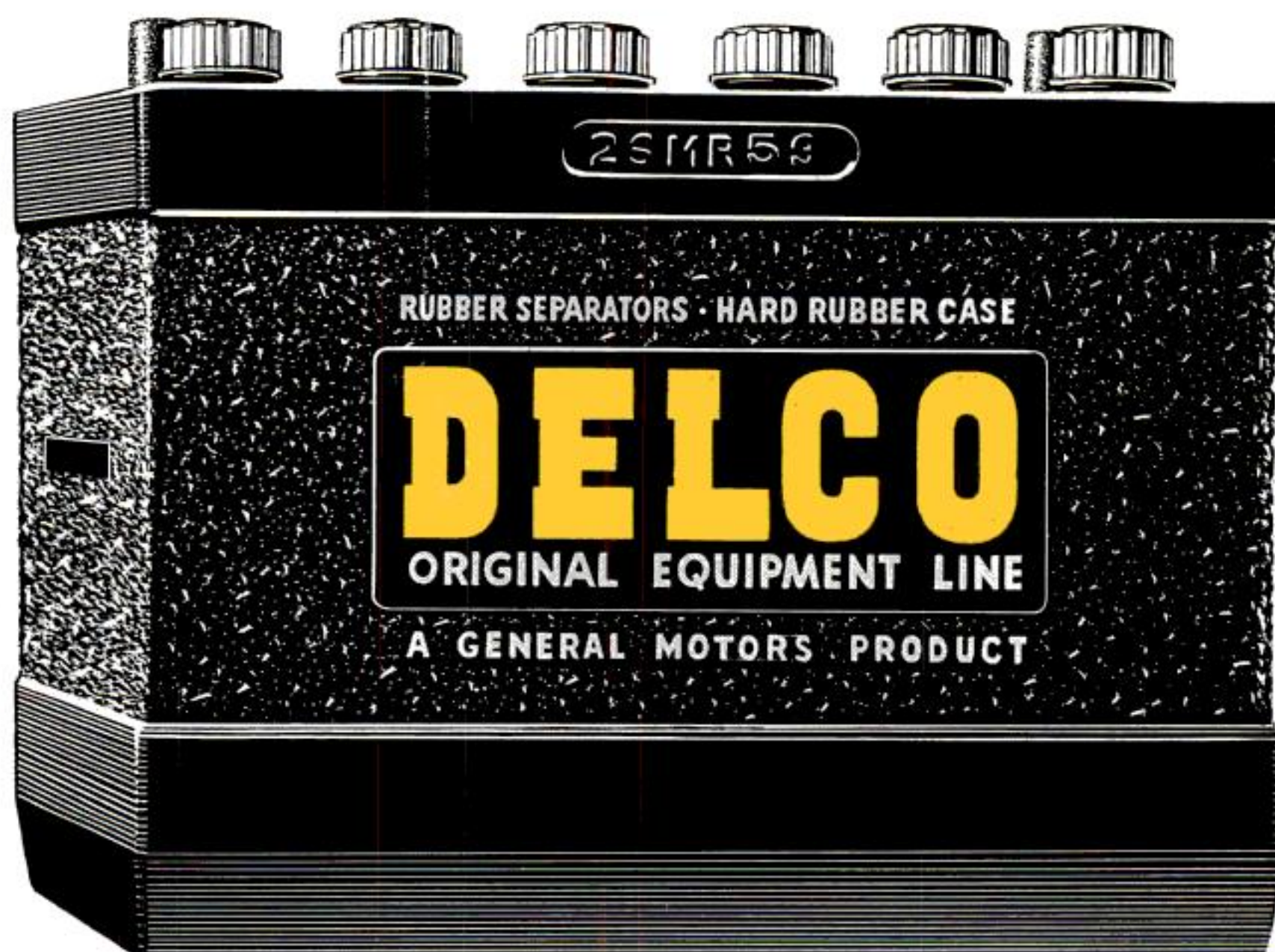
the taxes in *their* electric bills that you pay in *yours*. They pay taxes of only about 4¢ per dollar on power from the government's TVA, for example. So to make up for the tax revenues which federal power projects *don't* pay, you have to be taxed *more*.

Don't you think that *every* American should carry his fair share of taxes? *America's Independent Electric Light and Power Companies**.

*Company names on request through this magazine



GENERAL MOTORS LEADS THE WAY . . .
STARTING WITH DELCO BATTERIES



Nothing in nature is fresher than a quality-built Delco Dry Charge

Fresh power means peak power . . . extra, *untouched* energy that comes to you unfaded and unused.

You get this extra power and freshness every time with Delco Dry Charge batteries because *they can't get old before they're sold!*

It doesn't matter where you buy them, or when. Your dealer always gets them bone dry, and keeps them that way till you need one. Then, he pours in fluid, and—for the very first time—it springs to life, giving you all the power you paid for—all the value that's made Delco America's No. 1 battery.

Delco Dry Charge batteries are backed by General Motors warranties, good all over the United States—and in Canada, too. There's a size and type priced to fit your needs. Distributed nationally by



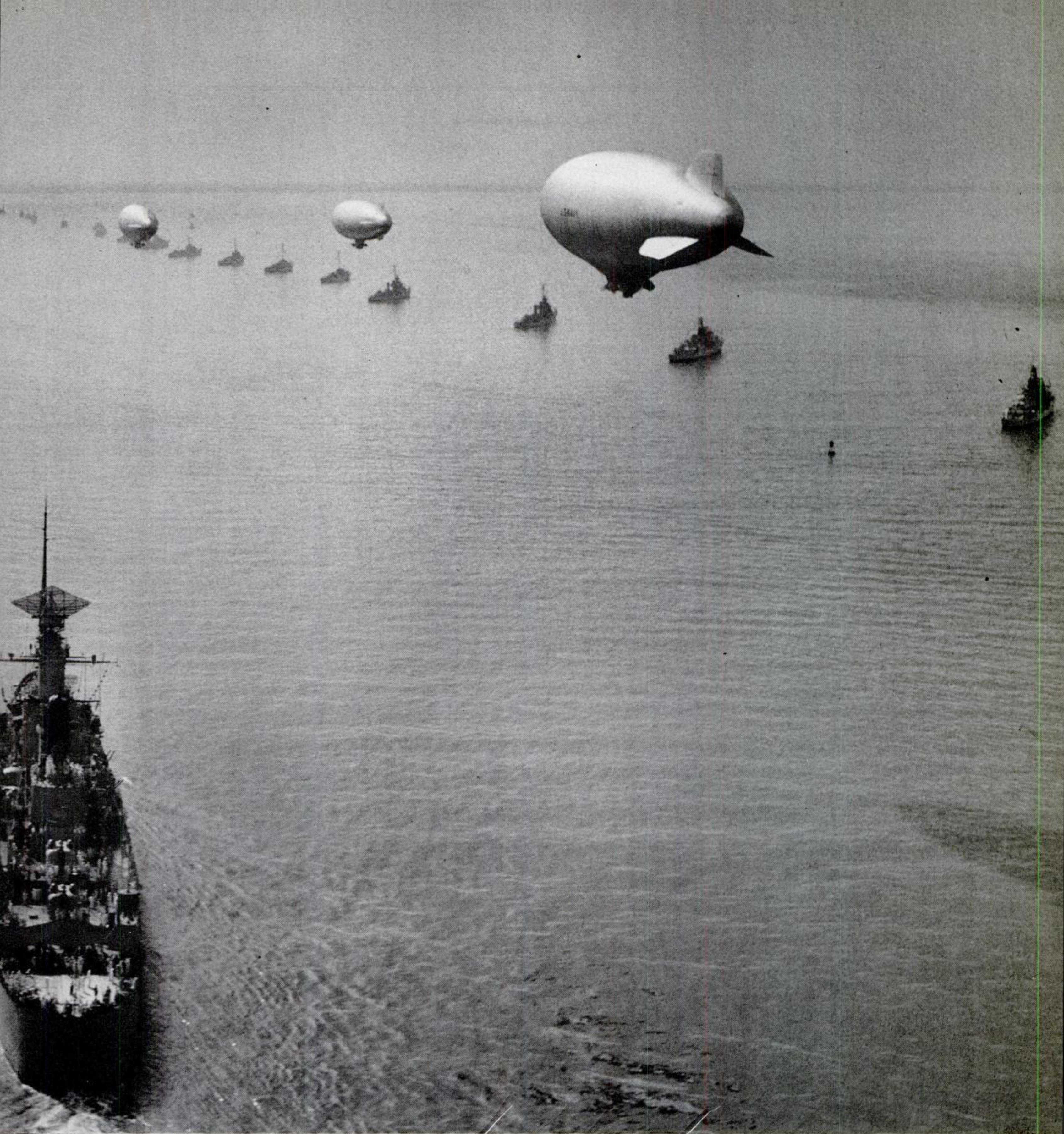
LISTEN TO . . . The Lowell Thomas Newscast on CBS Radio Network—See local listings for time and station.



ESCORTED BY NAVY BLIMPS, THREE U.S. CRUISERS BEARING REVIEWING OFFICERS PASS THROUGH DOUBLE LANE OF 111 SHIPS LYING AT ANCHOR.

MODERN NAVAL POWER IN GREAT SEA PAGEANT

Like an echo of the era when huge naval armadas were the great symbols of mobile military might, the majestic scene above unfolded last week in the waters of Hampton Roads off Norfolk, Va. But the 114 ships from 18 nations, which had assembled to celebrate the founding, by sea, of Jamestown, Va. 350 years ago, represented a new kind of naval power for offense. The cruisers and submarines mounted guided missiles, the carriers were equipped with jet planes which can deliver nuclear bombs.



FOREIGN SHIPS, WITH DESTROYERS IN FOREGROUND, FORM LANE AT RIGHT. U.S. FLEET, STARTING WITH 14 SMALL MINESWEEPERS, IS ON LEFT

The U.S. provided 81 of the ships. The rest included Great Britain's biggest carrier, the *Ark Royal*; six French ships; destroyers from Canada, Dominican Republic, Italy, Netherlands, Norway, Portugal, Turkey, Uruguay, Venezuela; frigates from Colombia, Cuba, Denmark, Peru; minesweepers from Belgium and a four-masted schooner from Spain. Lined up for 14 miles, the ships made up the biggest international naval review ever held in the U.S.

Through the long line passed a U.S. cruiser

carrying the U.S. Secretary of Defense, taking the salutes. After the three-hour spectacle the ships sailed back to the Norfolk Naval Base where their 50,000 sailors went ashore for hard-earned liberty. They were entertained by cowboy bands, Spanish dancers, jazz combos and the Ringling circus. But the sailors also turned the event into an international nautical convention. They visited from ship to ship, swapping sea yarns and comparing each other's gear. The officers, adhering to formal naval

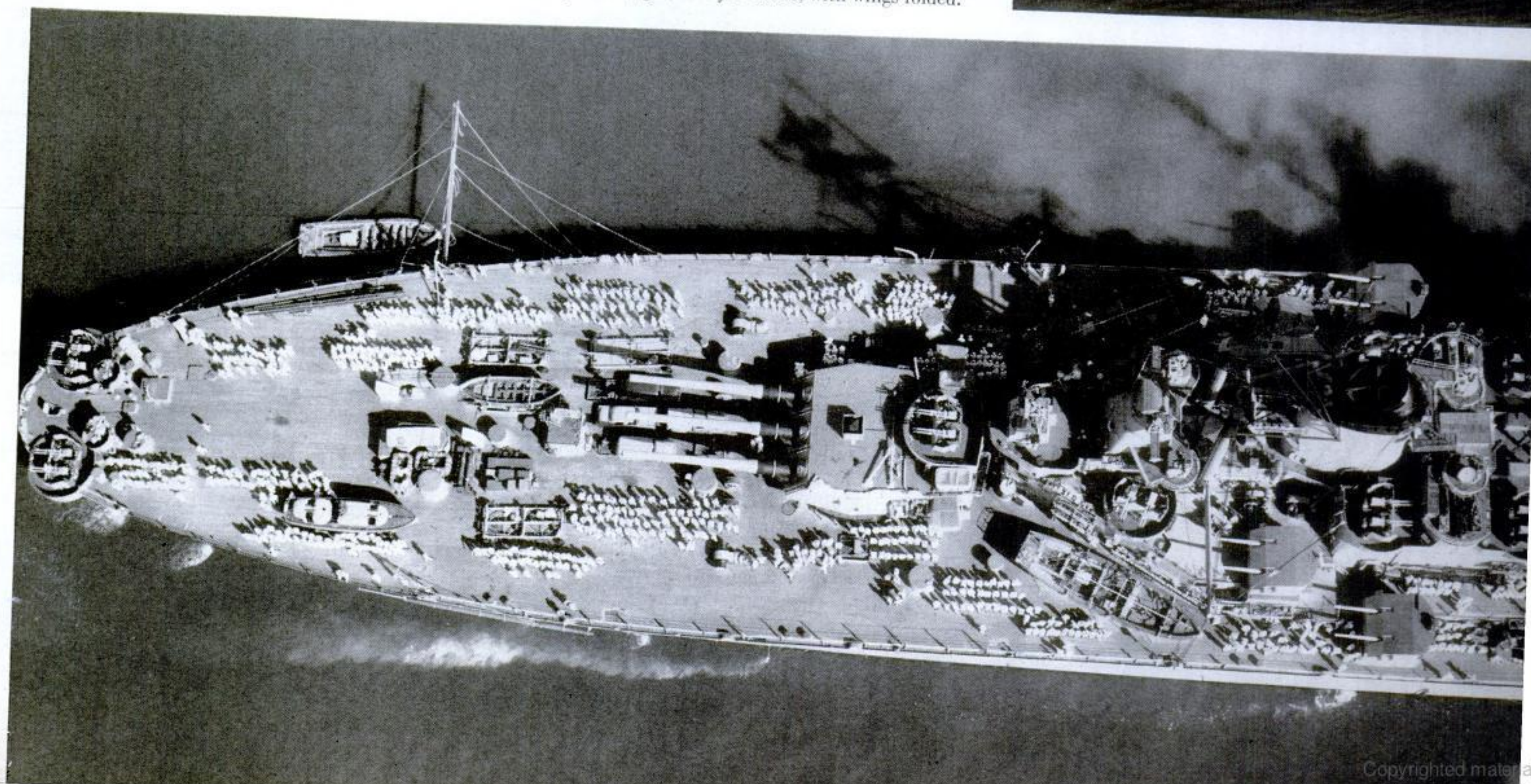
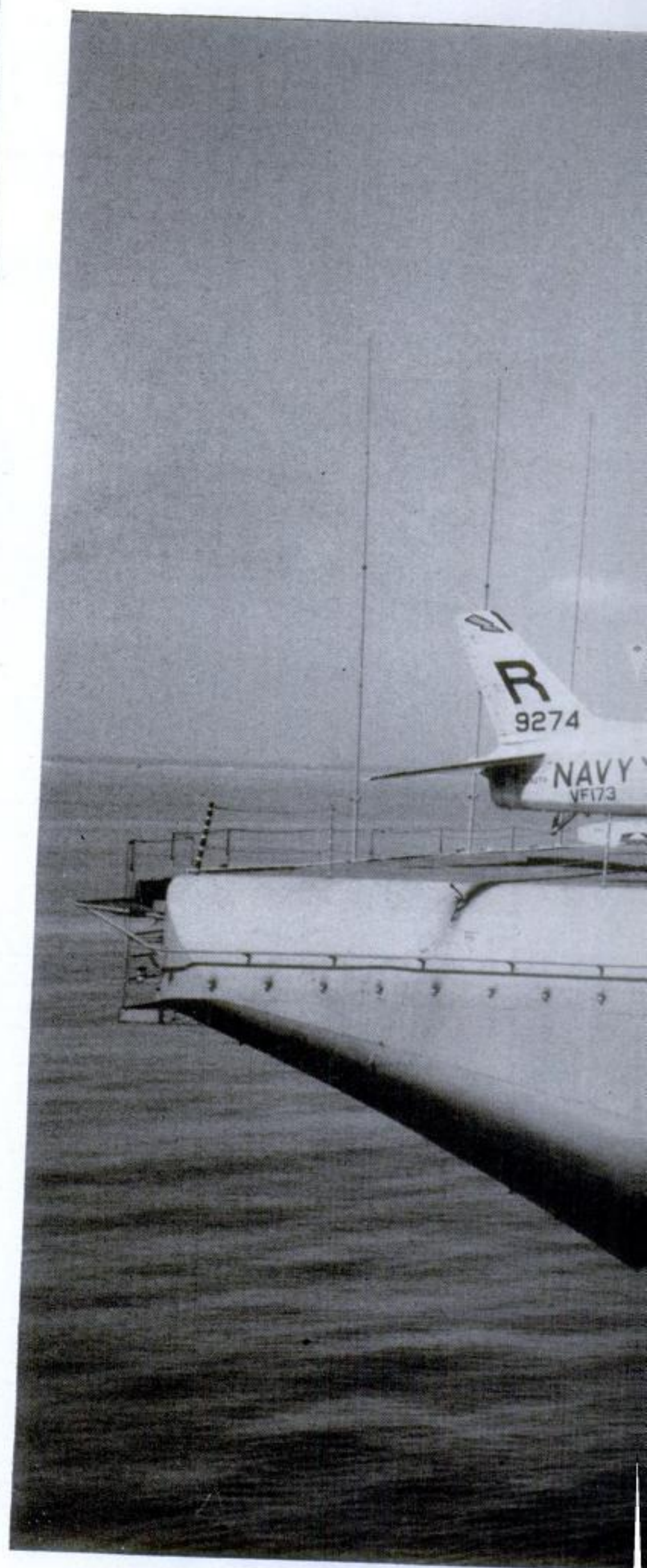
protocol, were piped aboard each ship they visited with elaborate ceremony.

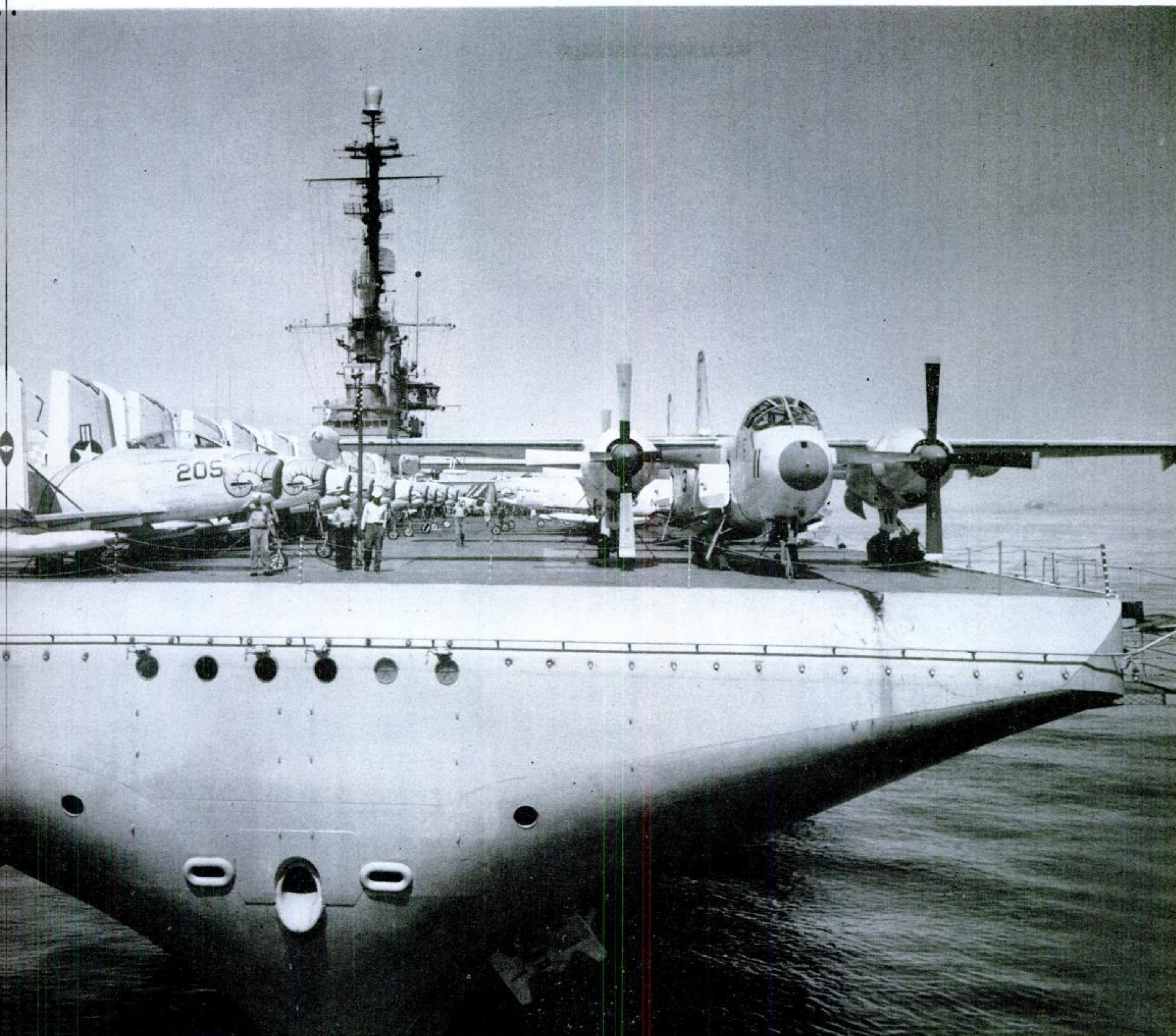
All vessels except those in the U.S. Navy, which does not allow liquor aboard, broke out ship supplies for a friendly toast. The British served grog to their sailor guests, Scotch to the officers. There was champagne on French ships, beer from the Danes, aquavit from the Norwegians, while the two Turkish destroyers ladled out crème de menthe, hospitably offering it to their guests even after breakfast.



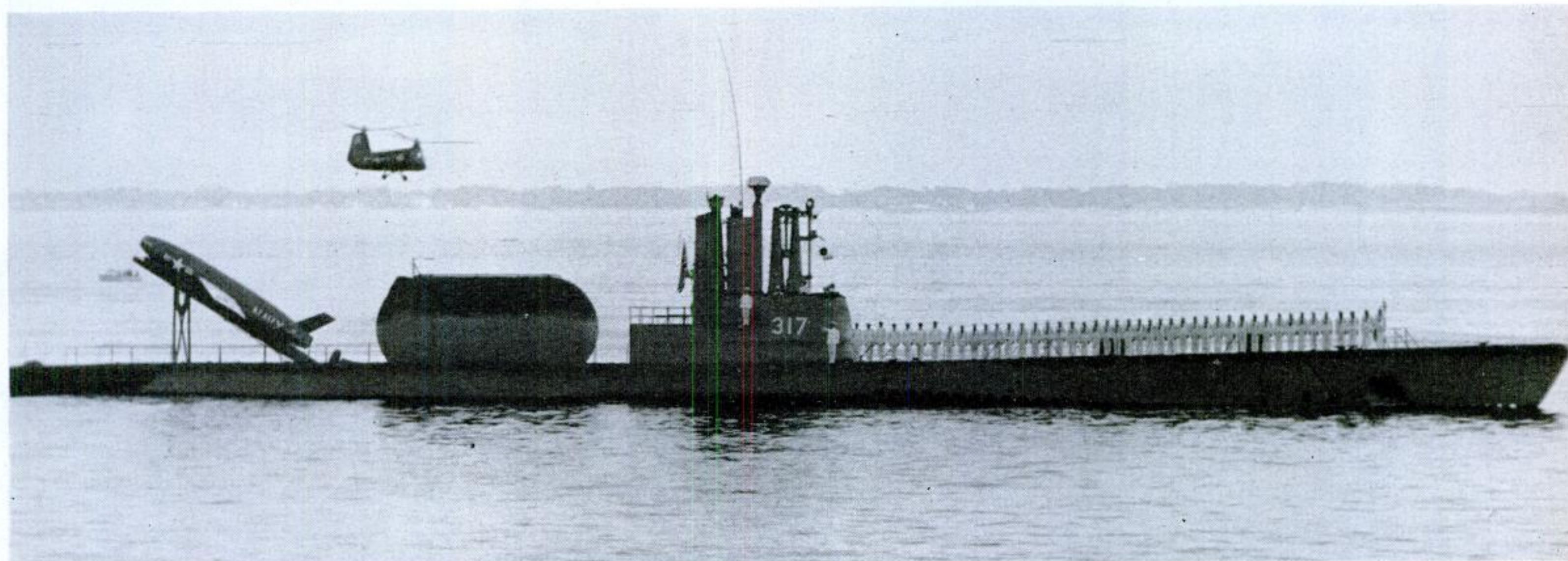
RECEIVING SALUTE aboard the cruiser *Canberra*, Defense Secretary Wilson rates 19 guns and Admiral Jerauld Wright, Atlantic commander, gets 17.

CARRIER'S BROAD BOW, that of U.S.'s *Randolph*, preparing for the review, is filled with AJ attack planes (right) and jet Furies, with wings folded.





← **SPICK-AND-SPAN BATTLESHIP**, the 45,000-ton U.S. *Iowa*, steams to position for review with crew in white summer uniforms massed on deck. Three 16-inch guns point toward stern. She drags a motor launch in water off her port quarter.



MISSILE-FIRING SUB, the *Barbero*, has crew lined up smartly on deck to salute Secretary Wilson as his cruiser passes. On her stern, behind a waterproof hangar, is Regulus guided missile which the sub can launch when it is surfaced.



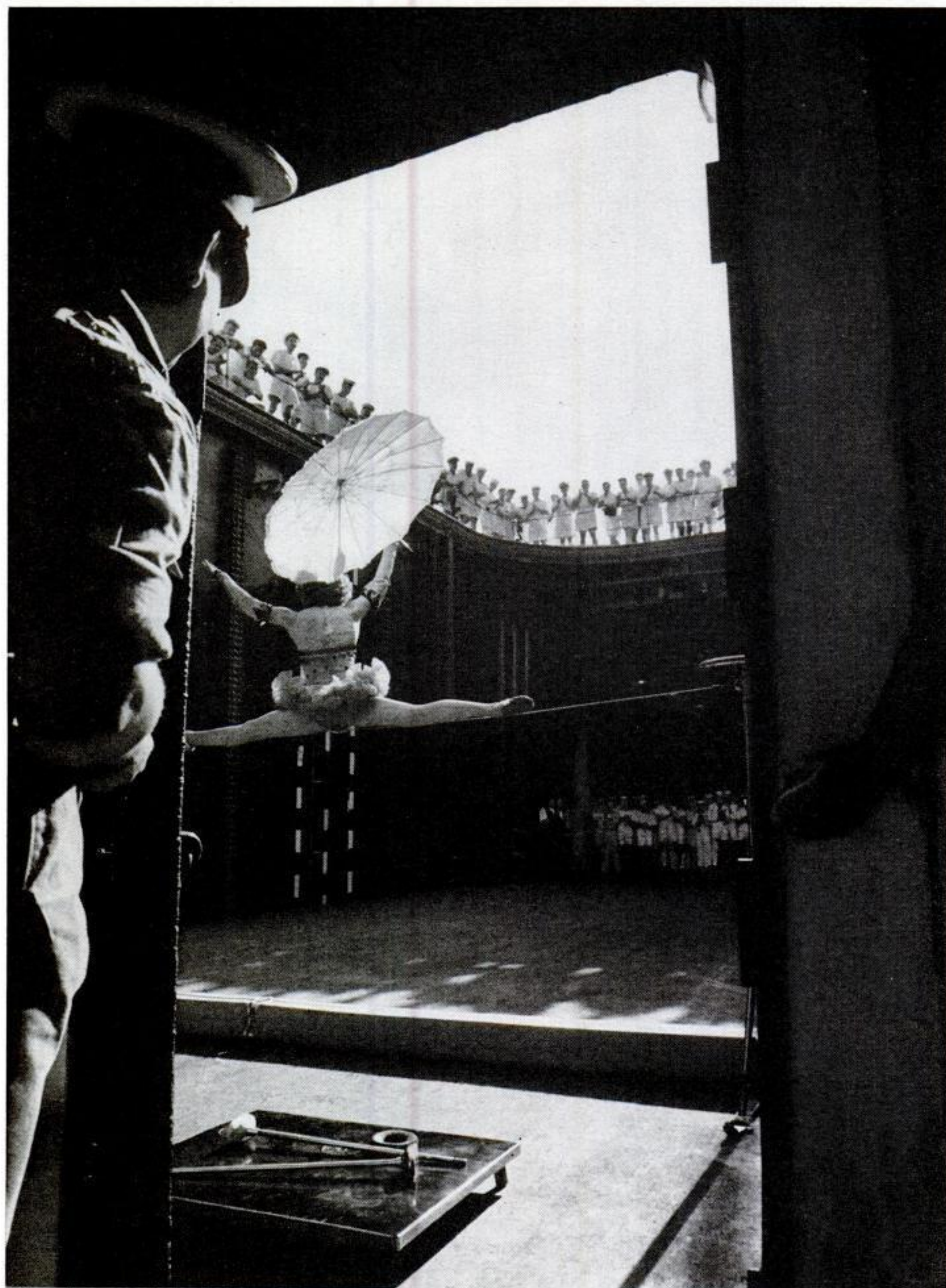
GALLANT GUEST from Spain kisses hand of Mrs. Jerauld Wright, wife of U.S. admiral, as she welcomes him to ball in naval base gym for visitors.



PUNCH BOWLS, which had been filled with fruit, wine and rum drinks at the officers' ball, are collected on day after the party by a detail of sailors.



RATION OF GROG, served daily at noon on ships of British navy, is prepared aboard destroyer *Duchess*. Here water is being added to the strong rum.



LOW AERIALIST from Ringling circus performs for crew of British carrier *Ark Royal*. Winds on deck forced her to use wire stretched over hangar deck.

REFLECTED DANCERS from Turkey, in traditional costumes, are shown aboard U.S. carrier *Saratoga* in mirror used to guide the ship's planes to landing. →





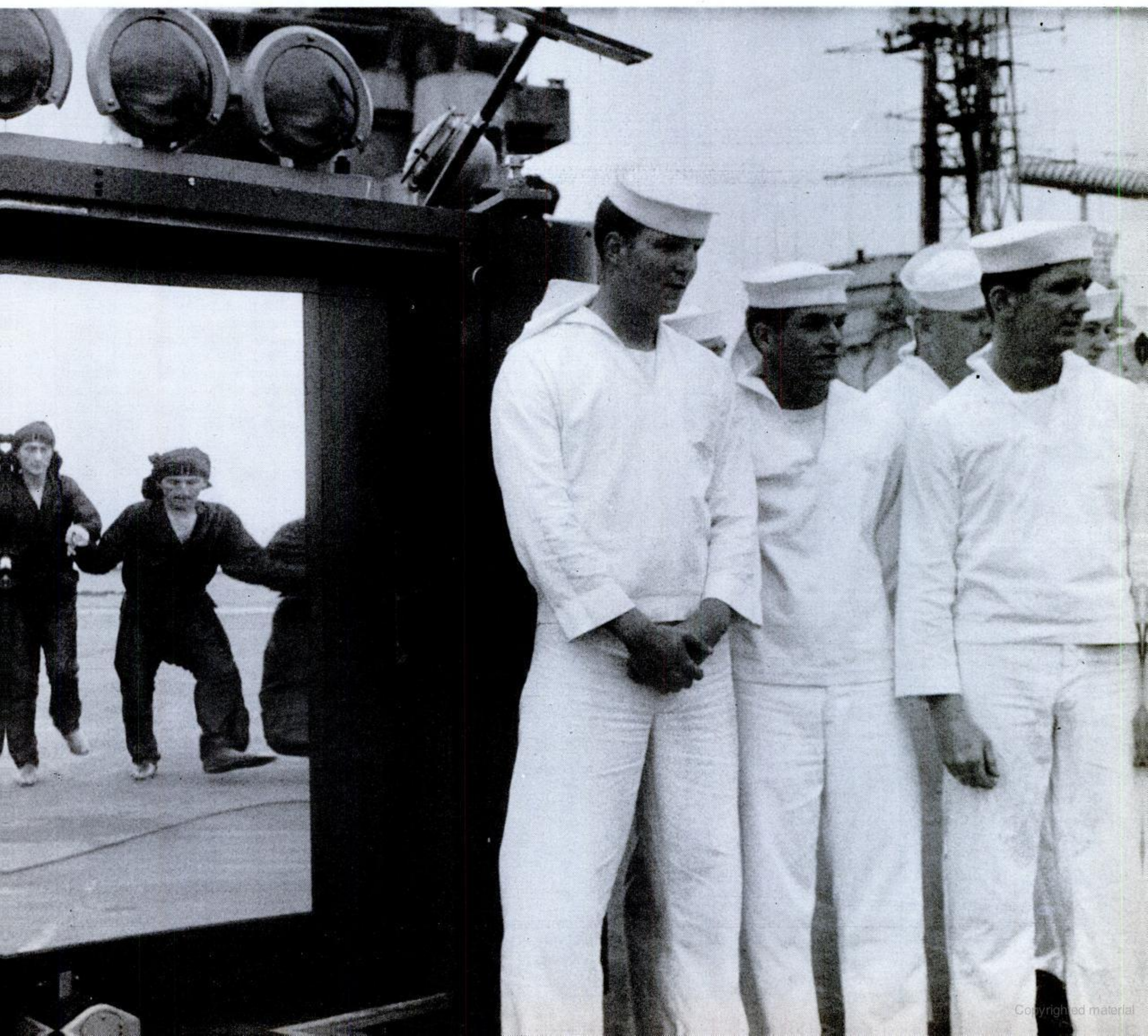
ROCK 'N ROLL SESSION on Portuguese destroyer brings together Dominican sailor and Mary Klick, singer with Jimmy Dean's country music TV show.



SPANISH DANCER Gracia Del Sacramento of the José Greco troupe performs under raised five-inch gun for crew of the Norwegian destroyer *Trondheim*.



SHAKY SKATERS from Canada (left), Belgium and France perform briefly in Ice Capades show given for sailors in William and Mary College stadium.





FLOWER-BEARING B holds roses given to him in the town of Lahti. At right rear is Andrei Gromyko.



FLOWER-BEARING K holds carnations in Lahti, where he said "terve" (Finnish "hello") to crowds.



THE PLEASANT FINNISH LANDSCAPE LOOMS UP BEHIND B&K AS THEY GET ON BOAT FOR THEIR TRIP UP

B & K MIND Ps & Qs AS

On their first Western visit in over a year Russia's peripatetic pair, B & K, spent a week minding their Ps and Qs in next-door Finland. At one banquet the usually bibulous Nikita Khrushchev had only one weak martini while Bulganin stuck to unspiked orange juice. Even on his 62nd birthday, which came late in the visit, Bulganin went easy on the champagne.

The reason for the Russians' couthness was obvious. The savage Soviet repression of Hungary had raised so much revulsion that they had been unable to make a planned spring 1957 tour of Scandinavian capitals. So instead they invited themselves to Finland, which lies under Russian guns and Russian economic domination. There B & K sought to make a good



LENIN'S ENGINE, in the cab of which Bolshevik leader made escape to Finland during 1917 Kerensky

regime, is inspected by Khrushchev (*leaving cab*). Finns gave engine, which was built in U.S., to B & K.



LAKE PÄIJÄNNE TO INSPECT BIGGEST PAPER MILL IN EUROPE. THIS WAS ON BULGANIN'S 62ND BIRTHDAY

THEY TRY TO WOO FINNS

impression on Finland's fellow Scandinavians, and in some measure succeeded.

But Khrushchev couldn't resist some rough words. He warned the Scandinavian members of NATO, Norway and Denmark, against missile bases on their soil. He dismissed the recent U.S. disarmament proposals for "open skies" in the Arctic by sneering: "That sounds quite

comic." He hammered on his boast that Russia would outstrip the West economically.

The Finns listened resignedly, and when B & K finally headed for home last week they heaved a great sigh of relief. But they also wondered why, when Russia's leaders were wooing them so industriously, the U.S. was not making greater diplomatic efforts in Scandinavia.



FAREWELL TO FINLAND is waved by B & K from the doors of their special train as it pulls away from

line-up of local officials and passes curious crowds that had gathered on the Helsinki station platform.



BABY-KISSING B gets a smile from Marita Rust, 4, as he pats her tummy at the Tampere day nursery.



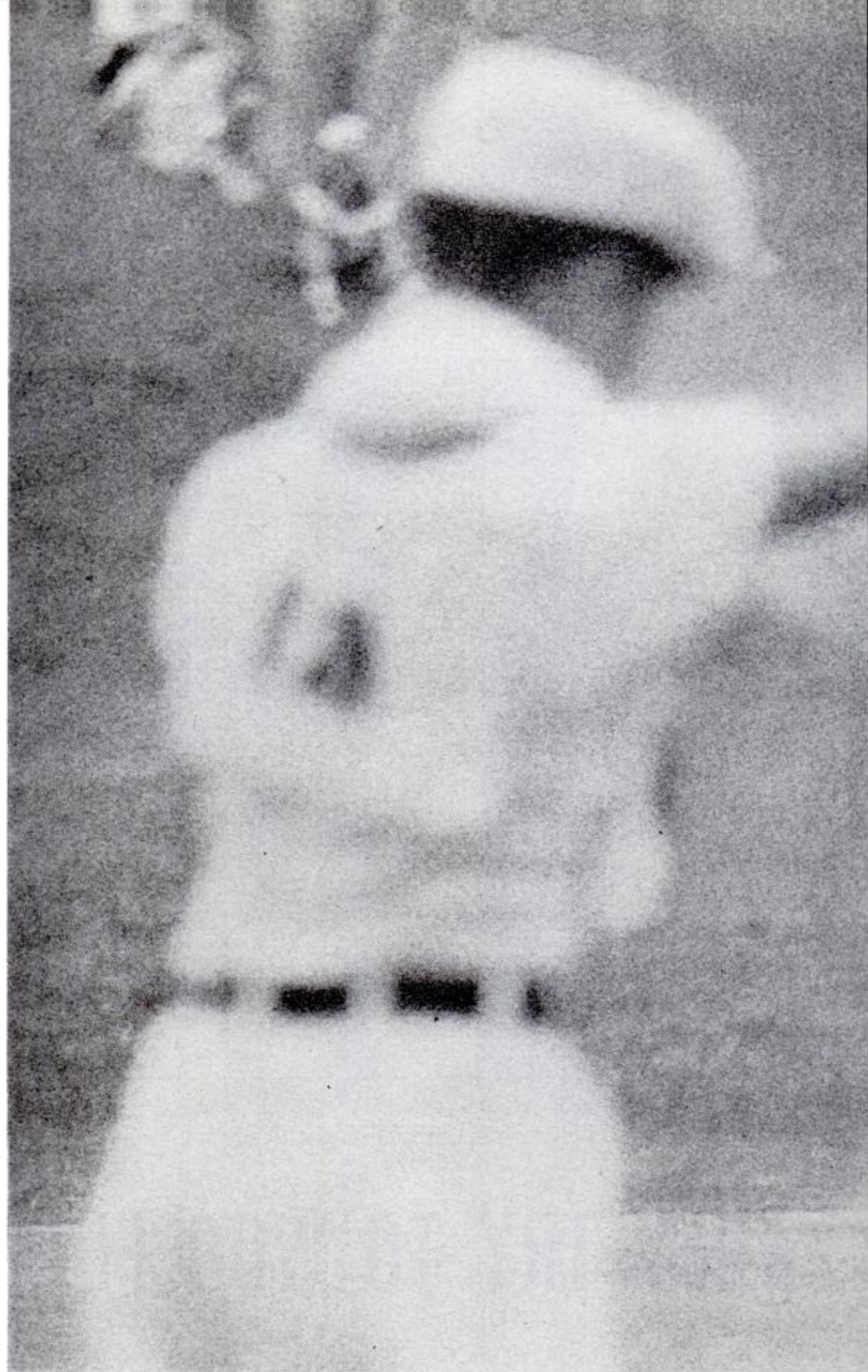
BABY-KISSING K takes little Marita over from Bulganin, but does not make as big a hit with her.



ANGRY CHAMPION Middlecoff, experiencing poor early round, bites his lips and makes a wry face as he misses a short putt on ninth green and scores a 37.

OPEN IS WON OR LOST ON THE TENSE GREENS

Golfers who came to the Inverness Club in Toledo, Ohio for the 57th National Open last week agreed the tournament would boil down to a putting duel on the deceptively slick greens. Each putt was made with growing anxiety. In the last round the mounting tension began to compress around two golfers on the 18th green. There 34-year-old Dick Mayer from St. Petersburg, Fla., who had blown the 1954 Open by three-putting the final hole, tautly tapped in a 10-foot putt for a birdie and one-stroke lead. The only man who could catch him, defending champ Cary Middlecoff, was two birdies and a par away on the 15th after overcoming some damaging putting problems. Playing with exasperating deliberation, Middlecoff reached the final green with a near-identical putt to tie Mayer. Hesitating and fidgeting like a reluctant diver on a high board, Cary finally addressed the ball and stroked it cleanly into the cup, forcing a play-off with one of the most dramatic finishes in Open history. But the next day he could not match the shots of Mayer, who went on to win his first Open.

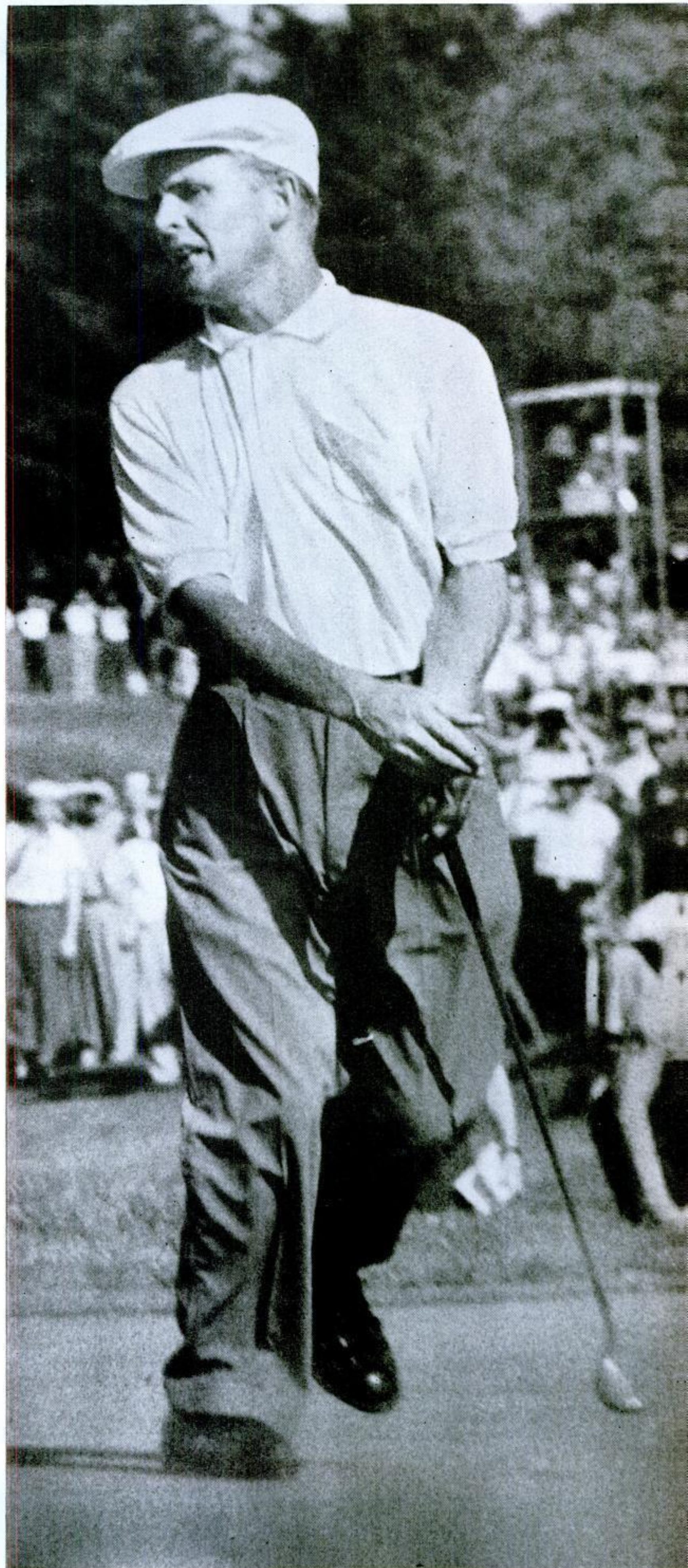
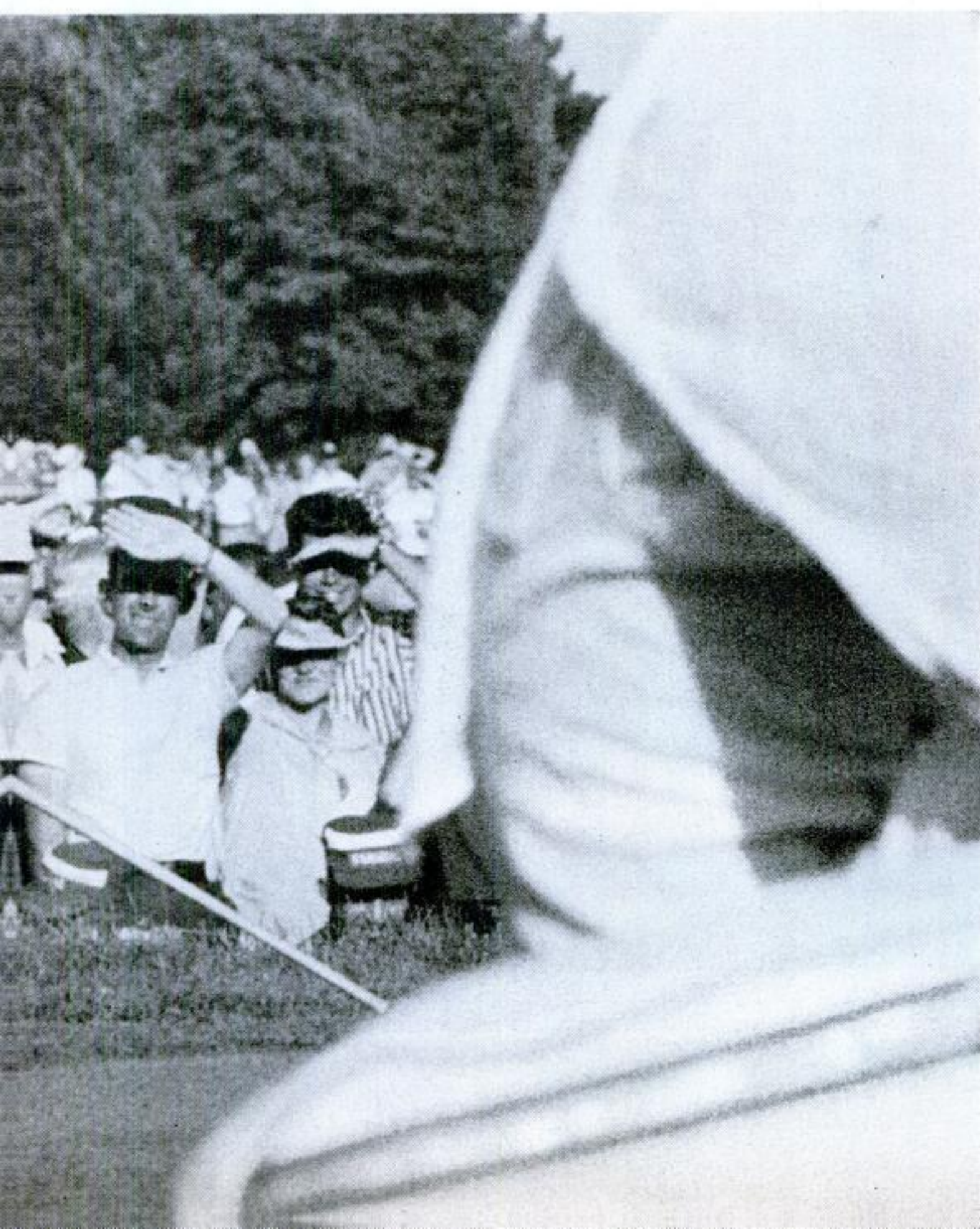


STUDYING THE LIE (above), Mayer scans the 10th green in the third round as the caddy holds the marker. He bogied the hole and shot his worst round, a 74.





BEFORE DECISIVE PUTT Middlecoff squats down to survey surest path to the cup. After long deliberation, he forcefully sank the ball, tying Mayer's 282.

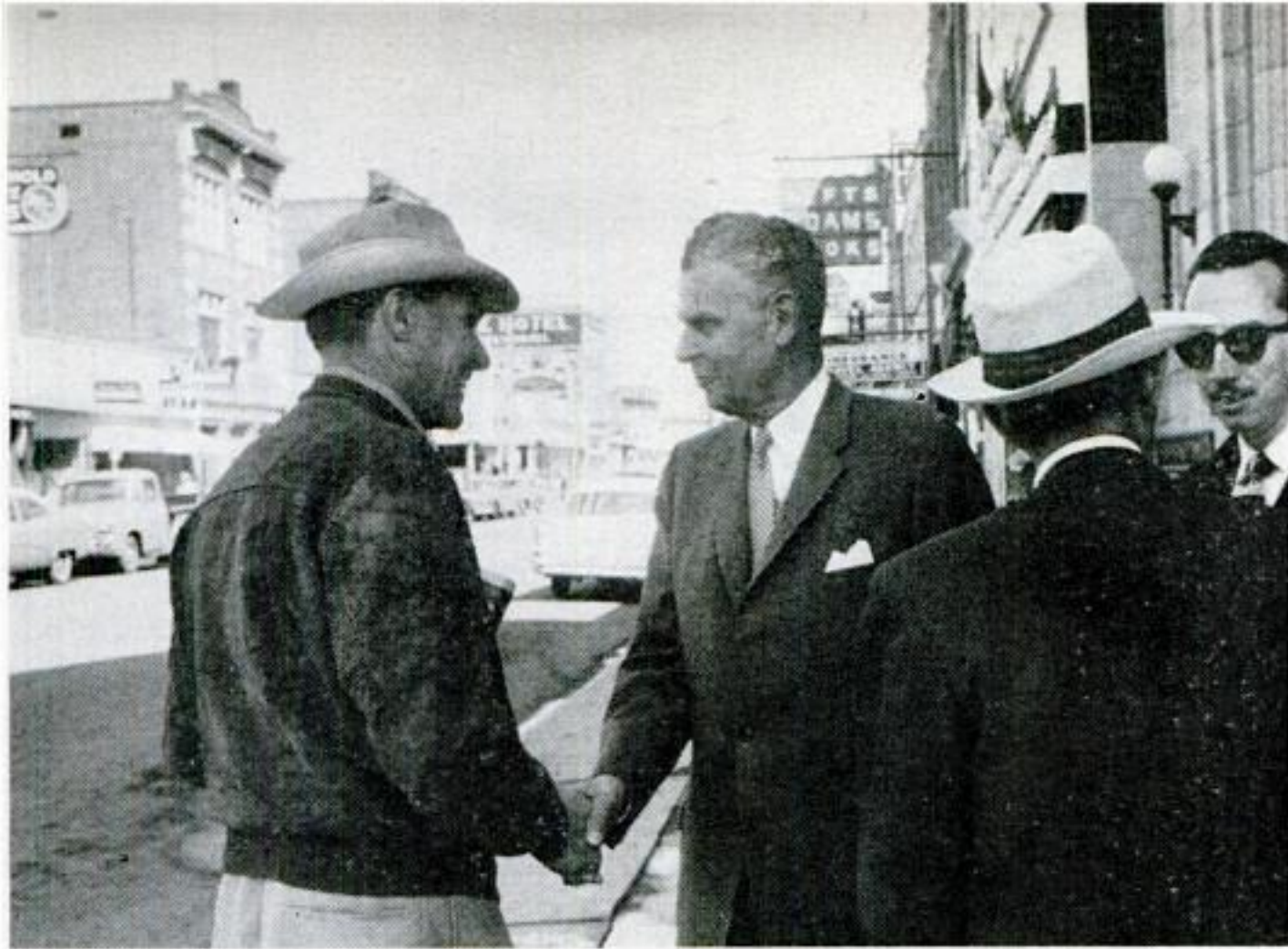


TRIUMPHANT SWIRL is gaily executed by Mayer as his putt sinks for a birdie three on the last green Saturday. He exclaimed, "My putter saved my life!"



A SUCCESSFUL SPORTSMAN, John Diefenbaker displays mess of fish that he and his companions caught (he got two) in Saskatchewan's Lac La Ronge

after his election triumph. Diefenbaker, 61, had been in Parliament 16 years before being elected leader of the Conservative party at its December convention.



HOME-TOWN HANDSHAKE from a constituent interrupts Diefenbaker's triumphant walk down Central Avenue in Prince Albert three days after election.



WITH HIS WIFE, Olive, the victor responds to cheers as they drive from Ottawa's Uplands airport to confer with Diefenbaker's defeated-opponent, St. Laurent.

UPSET PRODUCES NEW CANADIAN LEADER

Saskatchewan's John Diefenbaker leads Conservatives to victory, ending 22-year rule by Liberal party

Across Canada last week voters produced a political upset unmatched on this continent since Harry Truman's victory in 1948. Through 22 years and five elections the Liberals had ruled Canada. They constituted a party to which big business could subscribe but they were very close to some U.S. New Deal doctrines. They boasted that they formed the only national party represented in every province, including French-speaking Quebec. Thus when Prime Minister Louis St. Laurent sought re-election he anticipated no trouble. He was wrong.

The election created a new political leader: John Diefenbaker from the western province of Saskatchewan. As victorious chief of the Progressive Conservatives, he will almost certainly be next prime minister. His party historically has represented English-speaking Canadians and stressed the binding ties of the British Commonwealth.

To win, Diefenbaker launched a tireless campaign that rejuvenated his party. He covered 20,000 miles, capitalized on techniques of American politics, including a familiar slogan (*inset center*). He played radically on

I like
DIEFENBAKER

a nation's discontents. He charged the Liberals with highhanded ways in Parliament. He reminded Canadian farmers of their long-standing grievances and the better lot of their U.S. counterparts. At the same time he played on a deep uneasiness felt by Canadians over the swiftly growing U.S. investment in their country and its threat of dominance over their economy. Both latter themes joined in a key campaign issue: the controversial Trans Canada pipeline being built by Texas interests with an \$80 million appropriation, which the Liberals had rammed through Parliament (LIFE, June 11, 1956).

When the votes were in, the Conservatives had won 110 seats in the House of Commons, the Liberals only 104. There would likely be a new election within months, for neither party had the 133 votes needed to control the 265-seat House. But the Liberals' unprecedented rule was over. Significantly, nine of their 21 cabinet ministers lost their elections, including C. D. Howe (*bottom, right*), the powerful minister of trade and one of the chief architects of the Canadian boom and of the pipeline bill.



WINNER AND LOSER, Diefenbaker (*right*) and St. Laurent conclude 95-minute conference in prime minister's office on the change-over in government.

← **CHINESE M. P. Douglas Jung**, Vancouver lawyer, defeated Defence Minister Ralph Campney to become first of his race to enter House of Commons.

MAJOR CASUALTY for Liberals was C. D. Howe, defeated by a little-known schoolteacher. U.S.-born, Howe had been a power in government since 1935.



STILL TIME TO HELP HUNGARY

THE QUEEN OF INDEPENDENCE

Welcome is the news that Britain's fair queen, Elizabeth II, and her prince, the Duke of Edinburgh, are going to visit America again. When they came in 1951 (she still the Princess Elizabeth), President Truman spoke the national sentiment: "Never before have we had such a wonderful young couple that so completely captured the hearts of us all." Some of us also remember the last royal visit in 1939 when Elizabeth's parents were enjoying F.D.R.'s hot dogs up at Hyde Park.

That was 18 years ago. What vast changes there have been since—not least within the British Empire itself. Since World War II (a period in which 100 million people were made colonials of the Soviet Union) Britain herself gave independence to 507 million people.

Consider this impressive timetable of liberation: 1947, India and Pakistan; 1948, Burma and Ceylon; 1956, the Sudan; 1957, Ghana. And the timetable of liberation yet to come: this August, Malaya's 6.2 million; probably by 1960, Nigeria's 32 million; probably by 1962, an independent West Indies federation for the island dependencies of Trinidad and Tobago, Jamaica, Barbados, Windward Islands and Leeward Islands. In addition to applauding all this liberation, one might go further and praise the British for taking pains to make independence work, by preparing the colonials themselves for self-government. Elizabeth may properly be known to posterity as the Queen of Independence. All the more fitting, then, that she should be coming here to help commemorate, at Jamestown, the founding of what would become the modern world's first colony to achieve its independence.

To all U.N. members and delegates! Delegates of the peoples!

While your sons are at peace . . . we sons of the Hungarian nation are falling under the cruel fire of Soviet tanks. . . . Our country has been attacked from abroad. We turn to you. You are our last citadel of hope.

—FREE RADIO CSOKONAY, NOV. 4, 1956

Seven months have gone by since the Russian tanks, in defiance of all principles of international law and morality, and in betrayal of the Soviet Union's own promise to withdraw, crushed the last cries of the heroes of Hungary and drowned the nation's freedom in their blood. What has the U.N., their "last citadel of hope," the organized conscience of the world, done in answer?

As is well known, the U.N. has made ten separate demands about Hungary, calling on the Soviet Union to get out of Hungary, to provide free elections and allow U.N. observers; it has condemned the Soviet invasion as violating the U.N. Charter. All the resolutions have been ignored, the violation continues and instead of holding free elections the Kadar puppet regime is executing patriots in a reign of Stalinist terror.

The U.N. has done something more. For five months the events in Hungary have been studied in minute detail by a special committee composed of delegates from small nations (Australia, Ceylon, Denmark, Tunisia, Uruguay). Unable to enter Hungary, the five have gone everywhere else that eyewitnesses could be found. They have interviewed all free members of the short-lived freedom regime and more than 100 witnesses of the revolt and suppression. This week they are issuing their report. Important findings:

- The report gives the lie for all time to Soviet claims that the Hungarian revolt was the "inspired" act of "fascists." It proves beyond question that the uprising was the spontaneous revolt of a whole people, aimed not at overthrowing "socialism" but rather at achieving freedom.
- It proves the Red army was not "invited" to intervene, as the Soviet claims, but did so though Hungarian leaders refused, at gunpoint, to request such intervention.
- It confirms that thousands of men, women and children have been deported. Countless others have been tortured.
- The puppet regime, contrary to Khrushchev's recent claim on U.S. TV, has no support from the Hungarian people.

All these facts, of course, are well known to the free world. They are even known in the Soviet Union, where increasing questions are being asked about the murder of Hungary. But the confirmation of these facts by a judicial body made up of impartial small nations now provides an unassailable legal basis for the U.N. to take new action upon Hungary, and to take it quickly.

Cynical and weary men—some of our State Department spokesmen among them—are asking feebly, "What can the U.N. really do?"

The answer is: It can do plenty.

► It can reconvene, now and urgently, the General Assembly which suspended its session in March pending this investigation. If the Assembly is not called it will not meet until September.

► The reconvened Assembly can demand that the Soviet Union show cause why, if it continues to violate the resolutions of the General Assembly, it should not be expelled.

► It can expel the Kadar puppet delegates.

► Secretary-General Hammarskjöld, who was long denied access to Budapest but was told recently he can now "come anytime," ought to go there immediately to present this indictment on his arrival and demand answers. His mere physical presence in Hungary would go far toward halting the execution of patriots. Some 2,000 of them have already been sentenced to death.

► Economic sanctions against the Soviet should be considered by the 59-nation majority which voted for this investigation. It will be argued these would not be very effective but the taking of them—as a display of moral opprobrium—is all-important.

► A permanent UNEF military force, ready to act in future Hungary's, should be created.

Not only action by the U.N. is needed. A vigorous worldwide protest by individuals and organizations should be made to the Soviet Union. In Warsaw the Polish Writers' Union, even under Communism's eye, has just had the courage to protest it. U.S. and other writers and journalists can demand, specifically, the release of these Hungarian writers now known to be imprisoned: Zoltan Molnar, Gyula Fekete, Anemas Sandor, Joseph Gall, Miklos Obersovsky, Julius Hay, Zoltan Zetzk, Tibor Tardos, Balasz Lengyel, Domokos Varka, Sandor Novobaczky, and the world-renowned Gyorgy Lukacs. Let the eight Nobel Prize winners who cabled their outrage last year cable it again, to prominent opposite numbers in Soviet professions. Let British Laborites send a new and sterner protest. Let Pandit Nehru recall his sorrow of December and give it voice anew. Let the U.S. Congress solemnly memorialize the Supreme Soviet on the crime of Hungary.

The Kadar regime, after promising amnesty to the Freedom Fighters, has begun exterminating the survivors. It proclaims: "We have two paths ahead of us, a merciless government or a state of chaos." The U.N. clearly has two alternatives: a somnolent summer undisturbed by the death cries of forsaken patriots, or the path of duty to keep a merciless spotlight upon the murderers so that their guilt will stand clear in the glare of condemnation from the world.

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—famous Swanson Frozen Chicken Parts



Take your choice of cut-up frying chicken or your favorite parts—Fresh Frozen

You can have a chicken barbecue on the spur of the moment, when you keep a supply of Swanson Frozen Chicken handy in your freezer. Swanson Chickens are carefully bred and fed. They're tender young "meat birds"—delicious, flavorful—and frozen to retain their wonderful freshness until they reach your "outdoor kitchen." You can buy your favorite parts, too—meaty breasts, drumsticks or thighs—or a luscious frying chicken. Serve them often—indoors or out.



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Swanson "Cooler Bag" Attractive red and black Scotch plaid insulated cooler bag—for carrying frozen foods or keeping other foods cold.



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Swanson "Bar-B-Q Shovel" Extra-heavy, long lasting. Large stainless steel blade, 6 inches wide. Full 18" long. Has many oven uses also.

(See main illustration above for premiums in use)

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1. Buy any package of Swanson Frozen Chicken Parts or Frying Chicken. Remove the end panel with the Swanson trademark from each package.
2. Send 1 side panel and \$1.00 for each of the 3 Swanson offers you want, along with your name and address, to: Special Offer, P. O. Box 97-C, Mt. Vernon 10, N. Y. Offer good only in Continental U.S.A., Alaska, Hawaii and Puerto Rico. Subject to state and local regulations; void if taxed, restricted or forbidden by law. Offer good for limited time only. Hurry! Supply limited!



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FROZEN**

Pillsbury



Pillsbury



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The people who put moist homemade goodness in mix cakes

Our lettering man got so enthusiastic about the all-new Pillsbury Cake Mixes that he ran out of space.

If you have tried these new mixes, you'll know how he feels.

If you haven't, these are the mixes that give you the moistness, keeping qualities, and richer flavor

you no doubt always hoped to find in a mix cake.

One big reason is a new kind of self-mixing shortening that's exploded all through the mix. It also helps make possible Pillsbury's One-Step Mixing Method to give you the greatest assurance and ease possible in making a fine cake.

And Pillsbury has just the frostings to top these better mix cakes

Pillsbury Frosting Mixes are like the homemade cooked kind. But you don't have to cook 'em. So, next time you're in the mood for compliments, call on Pillsbury.



Cake shown is Pillsbury's Chocolate Fudge...frosted with Pillsbury's Creamy Fudge Frosting Mix.

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BIRDS EYE CHICKEN—Fryers or Parts . . . Country-fresh flavor. Tender, juicy. Ready for the grill.

BIRDS EYE FRENCH FRIES—The melt-in-your-mouth kind—crisp, golden-brown. Ready to heat and eat!

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BETTER BUY BIRDS EYE



AS "MAYFLOWER" CAREENS THROUGH GALE WINDS OFF NEW ENGLAND, TWO CREWMEN, CLUTCHING THE LIFE LINES, STAGGER AFT ON THE STORM-LASHED DECK

THROUGH A GALE, MAYFLOWER MAKES PORT

FOR FIRST PERSON STORY AND PICTURES TURN PAGE

41



GETTING IN CANVAS, crewmen balance on pitching yard and wrestle with balky sail. When storm

reached gale force, *Mayflower* had to furl all sails and ride out the weather hove to under bare poles.

EAGER LANDFALL FOR THE SAILORS SO LONG AT SEA

Last week LIFE recounted the voyage of Mayflower II from the day the tiny reincarnation of a 17th Century ship left port in Plymouth, England, until she reached the waters of the New World off Bermuda. Now in the words and pictures of the LIFE team that made the voyage, Writer Maitland Edey and Photographer Gordon Tenney (with an assist from two shore-based photographers), the tale continues. It carries the modern pilgrims, unwashed, unshaven and unshorn, to their landing after 54 days at sea. The chronicle ends as the barque completes her re-enactment of a historic voyage and reaches a safe haven at anchor in Plymouth, Mass.

THE last leg of *Mayflower's* voyage was a fantastic experience for a bunch of mariners who had been alone at sea for seven weeks. We were buzzed by jet bombers, saluted by warships of three nations, greeted by submarines, blimps, helicopters and two square riggers. It was all better than Technicolor. With only 200 miles to go we sat back like so many fat cats, waiting to glide into Plymouth and whatever supercolossal spectacle was waiting for us there. But we were not there yet.

On Saturday we ran into the first storm of our 5,435-mile voyage. After lunch it began to rain hard, the wind was strong and the sea looked dirty. The three bonnets were taken in, also the topsails. At 5:30 life lines were strung down both sides of the main deck and the captain ordered that there be no shouting aboard—to avoid confusion if it became necessary to shout. At 6 the two off-duty watches were ordered to stand by.

All this time the weather continued to get worse. The wind remained in the east but was slowly piping up past 30 mph, 35, 40. It had an ominous solid feel to it. At 6 it was making a loud humming noise in the rigging and had reached force eight: gale. It had three classic



TRIMMING SAIL as the gale strikes, crewmen in oilskins struggle to adjust the wind-tautened rigging.

features of a gale as it is described in the nautical books: water being torn from the tops of the waves, long lines of foam on the sea, rain being blown horizontally. All hands were ordered on deck and into life jackets.

A few minutes later the captain took the wheel and began issuing orders to shorten sail. The long limber bowsprit had begun to take a terrible beating from the pitching of the ship and the first command was to take in the sprit-sail before the bowsprit carried away. The four men who crept out on the yard, careening up and down and fighting the canvas, had a dangerous and difficult job to do. Just how difficult it was I discovered when the order came to take in the foresail and I found myself up the mast lending a hand.

As I went up the rigging I felt like one of the little boys that Steig draws for his cartoons "Dreams of Glory." Here I was, going aloft to furl a sail in a storm. I edged my way out on the yard, my feet in the footropes. "One hand for the ship, one hand for yourself." No need to remember the old maxim when instinct told you to keep *both* hands for yourself.

Out on the yard now, I tried to claw in a little of the canvas which was flapping below



WELCOME LANDFALL, technically first sight of the U.S. though real land is still over horizon, comes

when *Mayflower* raises Nantucket lightship. Sea calmed again and *Mayflower* was slowed to two knots.



COSTUMED GREETERS at Provincetown shelter from wind while waiting for *Mayflower* to arrive.



SERVING REWARD for smart and arduous seamanship, the captain pours tot of rum for all hands.



INCONGRUOUS WELCOMERS meet the Pilgrim vessel as she nears the land. Here the square-rigged

U.S. Coast Guard training ship *Eagle* and a sleek Navy blimp fall in to form an escort for *Mayflower*.

me, but it was like a board, and I found myself reduced to what everyone has to do aloft: lean your body across the yard, trust to luck, and pull with both hands. We tugged and strained, four of us. Gradually we got enough up to slip long gaskets or stops around the canvas and begin to draw it up tight. That was when I gave a vicious yank at a gasket and caught Joe Lacey between the eyes with my elbow, nearly knocking *Mayflower's* most valuable foretopman out of the rigging.

The excitement of this job, the noise and confusion and the physical effort necessary to get it done were so great that I was conscious of nothing else while aloft. When I got to the deck again, drenched with sweat, I was surprised to find that it was nearly dark. We had been aloft for more than half an hour. All the other sails were furled, the wheel was lashed down and we were riding along under bare poles, hove to.

All hands were called to the quarterdeck to splice the main brace, the captain pouring the rum into little glasses as each man stepped forward for his slug. Throughout the night we rode it out. The ship lay to very well, the poop keeping her head to wind. But she rolled like

a sow in a mud wallow (in excess of 35° I discovered later). When I was turned out at 4 a.m. to go on watch I had been able to get no sleep at all. The wind was still force eight. Cold, wet, slightly seasick, feeling very sorry for myself, I hunched by the lashed wheel, wondering how long the storm would go on.

My enthusiasm for the life of a seafarer was at an all-time low, and I began to feed my sour temper by reflecting on the unpleasant and stupid things I had had to endure throughout the trip. The balmy nights, the sunrises, the comradeship—all were unremembered. What impressed me now was that I was filthy dirty, that I smelled, that I had been smelling increasingly for seven weeks. I thought bitterly of the "made" work that had flawed so many of our watches—the useless scrubblings, the scrapings, the senseless moving about of bits of cargo, the stowing, restowing and re-restowing of sails, were all now stretching down a long crevasse of gritty memory.

Worst of all was the ship's bell, that beautiful antique given to us by the citizens of Brixham. When there was nothing to do we polished this bell, painstakingly rubbing off a priceless 300-year-old green patina which museum

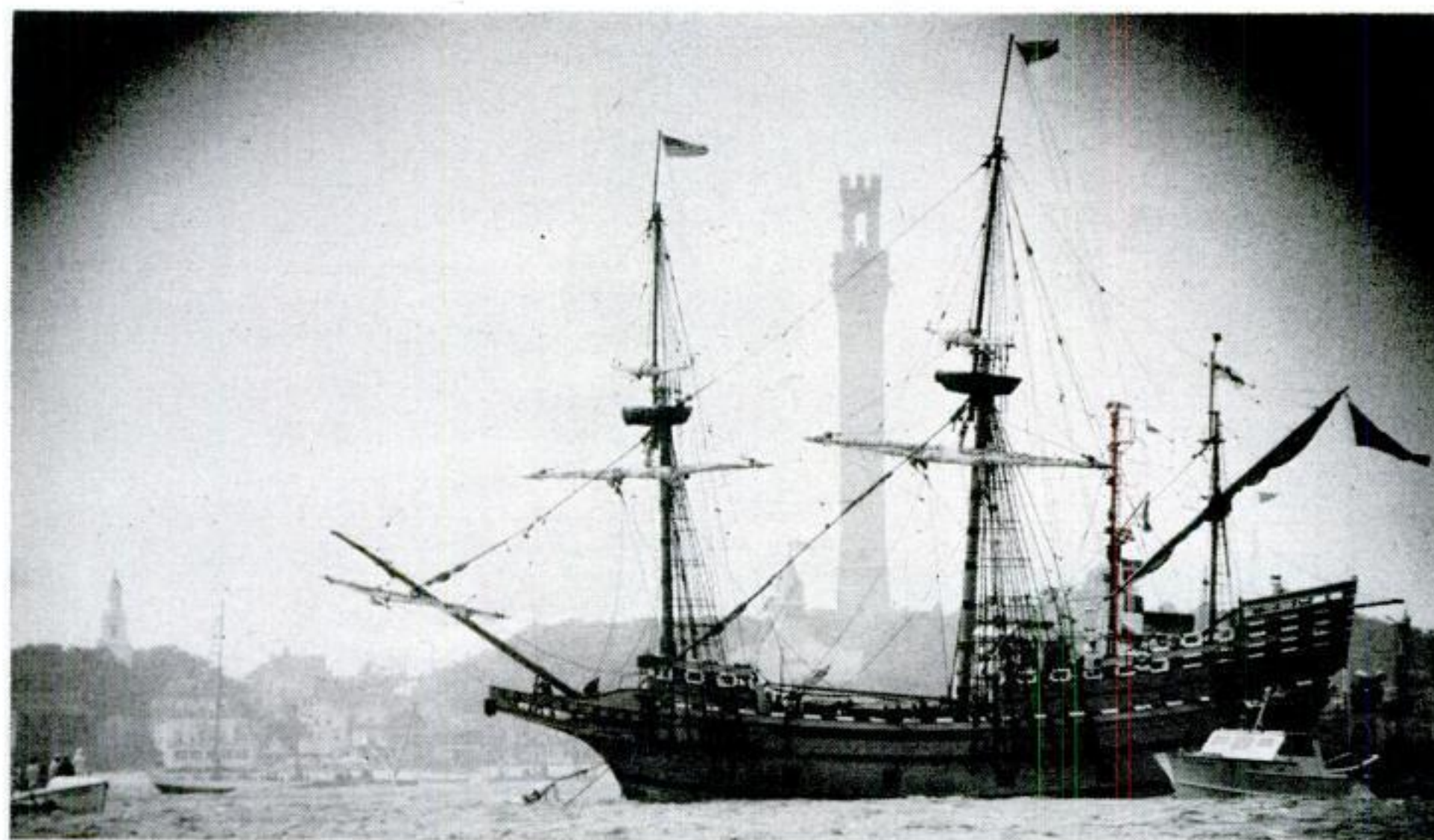
curators would have gone into rapt ecstasies over. There it hung in front of me now, a dirty pedestrian bronze, a monument to fruitless, witless energy.

Finally the watch ended. I went straight to bed again and slept at intervals throughout the day. By noon the storm was over and we were just about where we were when it started. By nightfall I was myself again.

Monday produced an agonizing calm. We slatted about all day only 60 miles from the Nantucket lightship. After sailing for more than 5,200 miles, we were anxious to continue under sail right to our destination. Providentially a good breeze came up the next morning and we made it from the Nantucket lightship to the tip of Cape Cod in one day. We picked up the Coast Guard tug *Yankton* there and were towed around the hook of the cape into Provincetown harbor. Here a deputation of citizens came aboard with the news that the tide in Plymouth harbor was wrong and that we couldn't get in there until noon the next day.

This was said with a smugness which made me realize all over again the bitter rivalry which exists between these two towns. Provincetown is where the Pilgrims originally landed

CONTINUED



PILGRIM MONUMENT, built by Chamber of Commerce in 1909 to mark first landing of the original

Mayflower, looms behind anchorage in Provincetown. *Mayflower Compact* was signed near this site.



PLAYFUL WADERS and the shallop which was to take the crew off *Mayflower* wait off Plymouth Rock.



GOING ASHORE, the crew of *Mayflower* lands, from a replica of 17th Century shallop beside Plymouth Rock. Captain Villiers walks behind Plymouth drummer.



HOME FROM THE SEA, American cabin boy, Joe Meany, is near tears as he meets mother. Captain Villiers stands by as reunion takes place amid welcomers.

Mayflower CONTINUED

and where they stayed for four and a half weeks. Local residents were hoping we would stop for longer than a token dropping of our anchor there. As it turned out, we were in Provincetown for nearly 24 hours. We got fresh fruit, fresh bread, shower baths on the *Yankton* and a handsome bronze medal apiece.

We left Provincetown at 4 Thursday morning. Again the wind was fair, and we were able to sail across Cape Cod Bay, picking up an escort of yachts and power boats as we went, including one man in a canoe who would paddle desperately with his wife, then stop for a photograph or two, then paddle desperately again until he was finally chased away by our Coast

Guard escort, which was doing an excellent job of policing the fleet of some 300 craft.

To get into Plymouth, we again picked up a tug because of the narrowness of the channel. But it came alongside at too sharp an angle and its superstructure mast, radar equipment, searchlight, etc. began inexorably to crush against our spritsail yard. I was watching from the fo'c'sle head. This happened with agonizing slowness, and I saw the head and shoulders of a young crewman on the tug apparently in the process of being crushed between the yard and the tug's mast. For a minute there was utter turmoil. Joe Lacey hurled himself out on the yard, straining at the canvas and the braces which we had let go and were trying to pull around. Then Lacey either fell or was crushed

himself. He came back with a sharp pain in his side—he had two cracked ribs.

Meanwhile I was enormously relieved to see the young crewman emerge apparently unhurt from the wreckage of the tug's ironware aloft. *Mayflower* sustained no damage whatsoever, enhancing her reputation as a rugged ship.

The line was made fast and slowly we wove our way down the tortuous passage of Plymouth harbor to a mooring right in front of the shrine housing Plymouth Rock. We furled all sails, then were taken ashore in a shallop, a copy of the original one carried on board by the Pilgrims. We walked up the steps into a blizzard of cheers and ceremony. My wife rushed out to meet me. An embrace, beard and all, and the voyage of *Mayflower II* was over.

LYING AT ANCHOR IN PLYMOUTH HARBOR "MAYFLOWER" IS CENTER OF ADMIRING FLEET OF SMALL CRAFT. PLYMOUTH ROCK LIES ON SHORE UNDER COLONNADE



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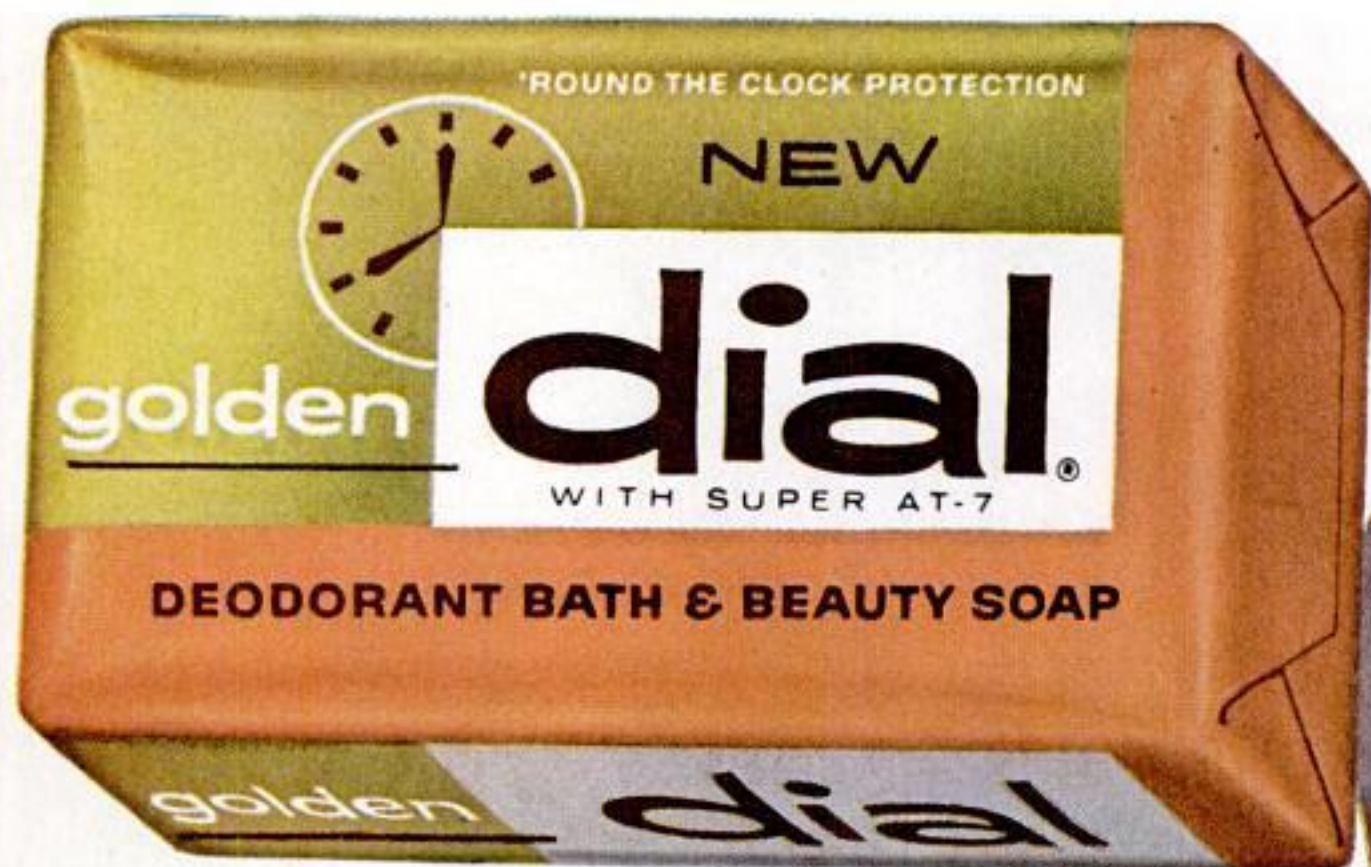
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America's first truly
effective deodorant soap
is now even better!

NEW GOLDEN DIAL STOPS ODOR



Especially now -
Aren't you glad
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SOAP

BETTER THAN EVER!

(milder, too!)

No ordinary soap with
“something added” protects you
like new Golden Dial!

One look tells you something wonderful has happened to Dial Soap. One bath tells you much more: New Golden Dial stops odor better—better than any other soap you’ve ever used! For Golden Dial is *not*

just another soap with some ingredient added. Dial was *born* to be a deodorant soap! Its Super AT-7 was developed especially for Dial. It’s more effective than Dial’s original AT-7 . . . twice as effective as any deodorant ingredient in any other deodorant soap!

So, in one bath, new Golden Dial stops odor better than ever! Removes odor-causing bacteria better than if you scrubbed with any *two* ordinary soaps. And Golden Dial keeps fighting odor for days!

You get all this with new cosmetic mildness . . . smart new golden wrapper . . . new, golden hard-milled bar. Obviously, such a fine soap costs more to make—costs more to buy than ordinary soap. But it’s worth every cent of it!

you use Dial Soap?
everybody did!)



Nighttime, daytime



Swimtime, playtime



your clothes never stop talking about you



The good old summer is time for all kinds of vacation and week-end fun... including the fun of Dressing Right for whatever under the sun (or moon) you're doing. When you look good, you *feel* good—sure of yourself, relaxed. You're ready to meet new people, go new places, try new things. Before you start out on vacation, stop in at men's or department stores near you that display the Dress Right emblem. They'll give you help and advice on how to Dress Right—to be at ease!

Dress Right -
you can't afford not to!



PIPING FOR THE KINGS, JORDANIAN ARMY BAGPIPERS PLAY AT OUTDOOR FESTIVITIES NEAR AMMAN



PLAYING AT DINNER, ARMY MUSICIANS ENTERTAIN GUESTS AT BANQUET THAT HUSSEIN GAVE FOR SAUD

PRO-WEST PAIR IN ARAB TALKS



ARAB ALLIES, Hussein (left) and Saud greet each other with smiles at the airport outside Amman.

Hussein, Saud forge firmer tie, draw farther away from Nasser

As Jordan's young King Hussein turned out the pomp and the pipes for his visitor, King Saud of Saudi Arabia, the two rulers strengthened the anti-Communist bloc in the Arab world and made the position of Egypt's Nasser more isolated. Saud had recently buried his old hatchet with pro-Western, anti-Egyptian Iraq (LIFE, May 27). Last week he and Hussein discussed military cooperation, more Saudi aid to impoverished Jordan and common measures against Communist subversion.

The growing split in the Arab world raised tempers all around. During the royal meeting Jordan expelled an Egyptian diplomat for conspiracy. Egypt promptly threw out the Jordanian ambassador. The top man of Egypt's chief remaining satellite, Syria, flew to Cairo to confer with Nasser (p. 52). Observers expected another ruckus in the troubled Middle East.



HELPING THEMSELVES, lines of Jordanian soldiers and retainers dig in at an outdoor banquet given for Hussein and Saud in pine grove at Jubieha agricultural

experiment station. The traditional Arab dishes of whole cooked sheep, rice, vegetables and fruit were served to Saudi and Jordanian notables and guards.

CONTINUED

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It makes sense to smoke a *mild* cigarette. And Tareyton's special mildness makes a wonderful difference in your smoking! You get the clean, fresh taste of truly *fine* tobaccos—a filter that really *filters*—more enjoyment, pack after pack. Try Tareytons—you'll see.

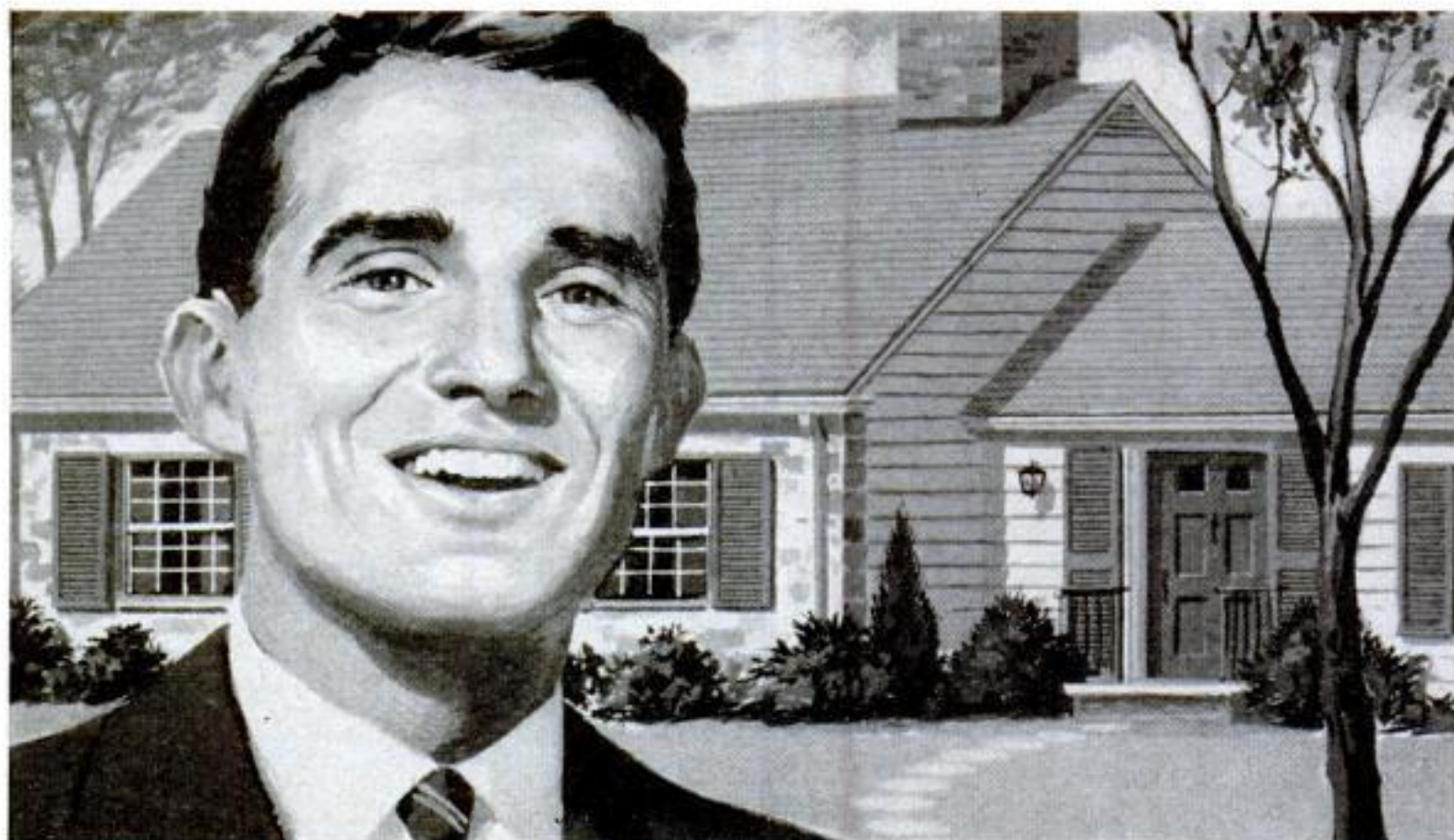
Popular filter price everywhere.

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New York Underwriters Insurance Company
New York 38, New York
Northwestern Fire and Marine
Insurance Company
Twin City Fire Insurance Company
Minneapolis 2, Minnesota

Pro-West Pair CONTINUED



GUARDS ON ROAD, motorized and heavily armed Jordanian soldiers, are stationed outside Zahran palace during informal conference of the two kings.



GUARD AT LUNCH at Jubieha keeps an eye on the royal tent where Hussein and Saud received guests, including Catholic priest and Orthodox prelates.



THE OPPOSING PAIR, Syrian President Shukri el-Kuwatly and Nasser, meet at the Cairo airport before talks on countering Hussein-Saud alliance.



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FIGHT
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**SAVE
30¢**

**SAVE
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REXALL ASPIRIN. No finer, faster-acting aspirin made—at any price! Each tablet contains a full 5 grains. 2 big bottles of 300, regularly \$2.38, now get **2 FOR \$1.79**

REXALL Mi-31 MOUTHWASH, antiseptic for many uses. A favorite breath deodorant and gargle. Kills contacted germs. 6-oz. bottles, reg. 2 for 86¢, now... **2 FOR 56¢**



**SAVE
49¢**

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**SAVE
30¢**



**SAVE
\$1.00**



**SAVE
71¢**

CARA NOME PERMA-SHEEN NAIL POLISH keeps its lustrous, new-manicure look until you take it off! Choice of 9 smart shades or base coat—with Cara Nome's non-smear Polish Remover. Both, reg. \$1.09, now **79¢**

CARA NOME'S LIQUID CLEANSING CREAM is the non-greasy deep-pore cleanser. Save when you buy 2 in the sale! Reg. 2 for \$3.00... **2 FOR \$2.00**

CARA NOME DUSTING POWDERS are made with the finest of imported talc, so pure it's safe for even baby's tender skin. Choose popular Cara Nome or sophisticated White Mink fragrance. Save on this 2-box special: regularly 2 for \$3.00; in sale... **2 FOR \$2.29**



**SAVE
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67¢**

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85¢**

**SAVE
85¢**

CARA NOME DEODORANT LOTION—buy two and save half! This exclusive formula is a true anti-perspirant—actually stops perspiration. Squeeze-bottles, regularly 2 for \$2.00, now... **2 FOR \$1.00**

CARA NOME ASTRINGENT is effective even for oily skin. Feel the stimulating tingle as it helps treat pores and clears away every last trace of cream. Reg. 2 for \$2.50; in the sale... **2 FOR \$1.65**

CARA NOME SKIN FRESHENER provides very gentle astringent action and leaves your skin fresh & radiant. Reg. 2 for \$2.00, now **2 FOR \$1.33**

CARA NOME SKIN LOTION is a double-duty powder base. It provides continuous skin-softening action, thanks to special emollient ingredients. Ideal for oily skin, it dries quickly and makes powder cling longer. Reg. 2 for \$2.50, now **2 FOR \$1.65**



SAVE 39¢

REXALL MONACET APC. Aspirin, phenacetin and caffeine—for fast, 3-way relief from headache. Bottles of 100, reg. 2 for \$1.58... **2 FOR \$1.19**

SAVE 29¢

REXALL KLENZO ANTISEPTIC, the ruby-red mouthwash and breath sweetener that kills contacted germs. 6-oz. bottles, regularly two for 78¢, now... **2 FOR 49¢**

SAVE 51¢

REXALL MILK OF MAGNESIA Tablets are an ideal antacid-laxative for acid upset stomachs. Bottles of 250 tablets, reg. 2 for \$2.00, now... **2 FOR \$1.49**

SAVE 15¢

PLASTIC QUIK-BANDS with Rexall's Pro-Cap adhesive—it sticks better. Water-proof, flesh-colored, flexible. Boxes of 33, regularly 2 for 78¢, now... **2 FOR 63¢**

SAVE \$1.19



ELKAYS AEROSOL INSECT KILLER. Instant spray puts a quick end to your problems with many household pests! Non-DDT; harmless to humans or pets when used as directed. 12-oz., 2 for \$3.18... **2 FOR \$1.99**

SAVE!



CANNON BEACH TOWEL. Big 27" x 54" multi-colored towel of heavy quality terry cloth. Dry-fast and color-fast. Color choice, attractive stripe designs. Save on this special during the sale... **99¢**

SAVE 12¢



PLASTIC HOUSEHOLD GLOVES, "Lady Fair." Protect your hands from harsh detergents, acid, oil, etc. Long wearing. Pair, reg. 69¢, during this sale, only... **57¢**

SAVE UP TO 1/3



1. REXALL R.P.R. BUFFERED ASPIRIN relieves headaches twice as fast as aspirin alone. Each tablet contains five grains of aspirin, plus 2 antacid ingredients. The antacids speed relief and provide "buffer" action to help prevent stomach upsets. 125, reg. 2 for \$2.46, 2 for \$1.59
2. REXALL EPOTHRIN CREAM, first-aid antiseptic, antibiotic skin cream for razor scratches, minor cuts, abrasions, burns and sunburn. Promotes healing, helps prevent infection. Will not sting. 1-ounce tube, reg. 2 for \$1.58, 2 for \$1.19
3. REXALL HISTACALMA. Calamine, antihistamine and benzocaine in a flesh-colored base soothes sunburn, chapped and irritated skin. 1½-ounce Cream, regularly 96¢, a saving at 79¢ 6-ounce Lotion, regularly 78¢, now only... **69¢**



1. REXALL OXY-BIOTIC A. H. NASAL SPRAY helps you breathe easier, fast. With antihistamine, tyrothricin, and an ingredient that clears nasal passages. In atomizer. \$1.19 value... **98¢**
2. REXALL "REEL-ROLL" COTTON. Handy cutter on the box cuts off exact amount needed, the rest stays unrolled and clean inside. 1½-oz. 2 boxes, reg. 94¢, now during sale get 2 for 79¢
3. LATHER SHAVING BRUSHES. Save 21¢. Choose either natural or DuPont Nylon bristles. Each brush is individually boxed, and each is a \$1.00 value. Special during the sale, only 79¢



REX ALARM CLOCK

This dependable time-keeper goes a full 30 hours between each winding. Luminous hands and dial are easy to see in the dark. Regularly \$3.98, now only \$3.29. With a plain dial and a mahogany-color case, regularly \$2.98, now only... **\$2.39**



SAVE \$2.16

MICKEY MOUSE WADING POOL is 4'4" across—big enough for two little bathers! And the reinforced vinyl plastic is tough enough to take the wear and tear of rough play. All children love it! Regularly \$5.95, now just... **\$3.79**

SAVE 46¢



LADIES' SWIM KAP fits all head sizes comfortably. Patented 5-ring construction keeps Kap snug to help hair stay in and water out. Popular aviator style. \$1.25 value, during this sale, **79¢**



SAVE 29¢

DEFENDER BATH AND SHAMPOO SPRAY. Adjusts to fit all faucets. All quality rubber, with anti-kink coil springs on tube. Large, gentle massage brush head. 98¢ value, now **69¢**

SAVE 98¢



SPUNTEX SEAMLESS NYLON HOSIERY. Dress sheer, in popular shades. Demi-heels and toes. Pair, reg. \$1.39, now save at \$1.09 or **3 FOR \$3.19**

AIRMAIL ENVELOPES. Cello-pack, reg. 25¢, 19¢
SILK FIBRE WRITING PAPER. Very special white paper with a distinctive silk fibre "moire" finish. Matching envelopes. Reg. \$1.00, now 89¢
IRISH LINEN INK TABLET, note size. Choice of ruled or unruled. Regularly 25¢, now... **21¢**
IRISH LINEN ENVELOPES fit the note-size tablets. Cello-pack, regularly 25¢, now only... **21¢**



SYMBOL FOLDING SYRINGE

Save \$1.00 in sale! Natural latex rubber in waterproof carry-case. Holds 2 quarts; easy to fill and use. Reg. \$4.39, now **\$3.39**

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SAVE 40¢

SAVE \$1.00

SAVE \$2.46

GALLON PICNIC JUG, Cape Cod brand. Has easy-to-clean, replaceable glass liner, and a self-attached cap. Will keep contents hot or cold for hours. Regularly \$4.29, now **\$3.29**

QUART VACUUM BOTTLE, Cape Cod brand. With wide mouth for soups or solid foods, \$3.55 value, now \$2.97; or regular style, with red plastic cap, \$2.69 value, now save at... **\$2.29**

EIGHT-INCH REX-RAY FAN. Stand it or hang it to beat the heat. Has deep-pitch blades, designed to throw more cool air. U.L. approved for safety. Regularly \$6.95, now only... **\$4.49**

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TENNIS BALLS "Rex," approved by U.S. Lawn Tennis Association. In sealed tin. 3-for-\$2.39 value, now... **3 FOR \$2.19**
REXALL PETROFOL Highly-refined, heavy white mineral oil. Full quart bottle, regularly 98¢... **ONLY 87¢**
CALAMINE LOTION For heat rash. Rexall's USP formula. 4-oz. bottle, reg. 2 for 70¢, now... **2 FOR 53¢**
KLENZO TOOTHBRUSHES A huge saving—stock up now! Regularly 39¢ each... **5 FOR 99¢**
REXALL LUXURY TISSUES Choice of white or pastels. Boxes of 300, now... **3 FOR 59¢**
WHITE PETROLEUM JELLY Rexall; USP quality. Full pound jar, regularly 75¢... **ONLY 67¢**



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Roy Rogers, Dale Evans and their six children with the family's 6 cylinder, 60 HP Mercury Mark 75.

"I've tried 'em under every condition...and I'm a Mercury man!"

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"I use a Mercury for family cruising. My Mark 75 is ideal for a big family boat. The Single Lever Control makes it so easy to handle, most anyone can run it.

"I use Mercurys in Outboard Marathons. I've been winning trophies for years with my twin Mark 55's. Those two reliable 40 hp power plants give the same terrific performance year after year!

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Free showing of Roy Rogers' new African Safari color movie. Available from your Mercury dealer.

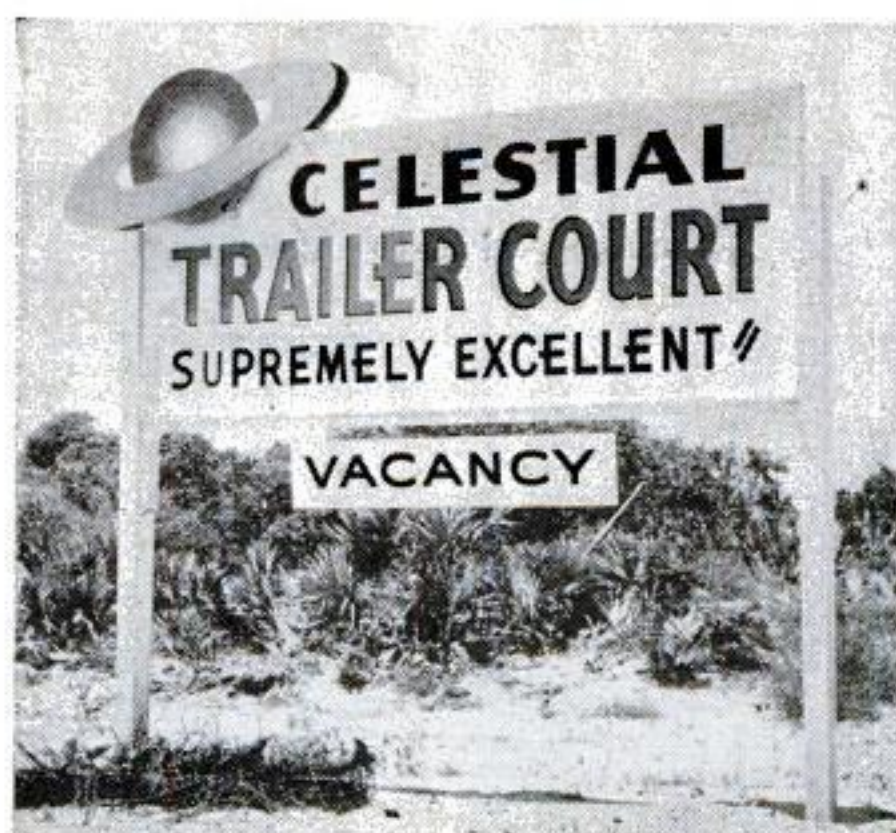
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12 GREAT MODELS >> 6 TO 60 HORSEPOWER

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STARLITE MOTEL HOUSES BUILDERS OF ATLAS



TRAILER PARK GIVES SELF APPROPRIATE NAME

ALL WAS SET FOR THE ICBM

Area was missile-minded but . . .

All around Patrick Air Force Base near Orlando, Fla. last week everything and everybody was set for the big day. Atlas, the U.S.'s first intercontinental ballistic missile, was to be given its first test flight. Motels named and advertised themselves in ways befitting a missile center. Bars and cafes, naming their wares for other missiles fired by Patrick, served "Matador" cocktails and "Snarkburgers." A local women's club called itself the Missile Misses.

On the day of the ICBM launching, newsmen and photographers, who were barred from the site by Air Force security measures, gathered on the beaches for a glimpse of the historic event. They could see crash boats patrolling the ocean to keep prying strangers at a safe distance. Jets whizzed overhead to warn away other planes. A big radar antenna stopped rotating and focused intently on the missile, ready to start tracking it on the start of its projected 5,000-mile flight. With a flash of yellow flame, the missile soared upward. But then its actions did not follow the script (see pages 58, 60).



SIGN GIVES NEON MISSILE A FLASHY TAKE-OFF

NEWSMEN, ALERTED BY ACTIVITY AROUND LAUNCHING SITE FIVE MILES AWAY, SET UP CAMERAS ON A PUBLIC BEACH TO RECORD FIRST FLIGHT OF ATLAS ICBM



CONTINUED

have a breath of
Paris about you...
every day!



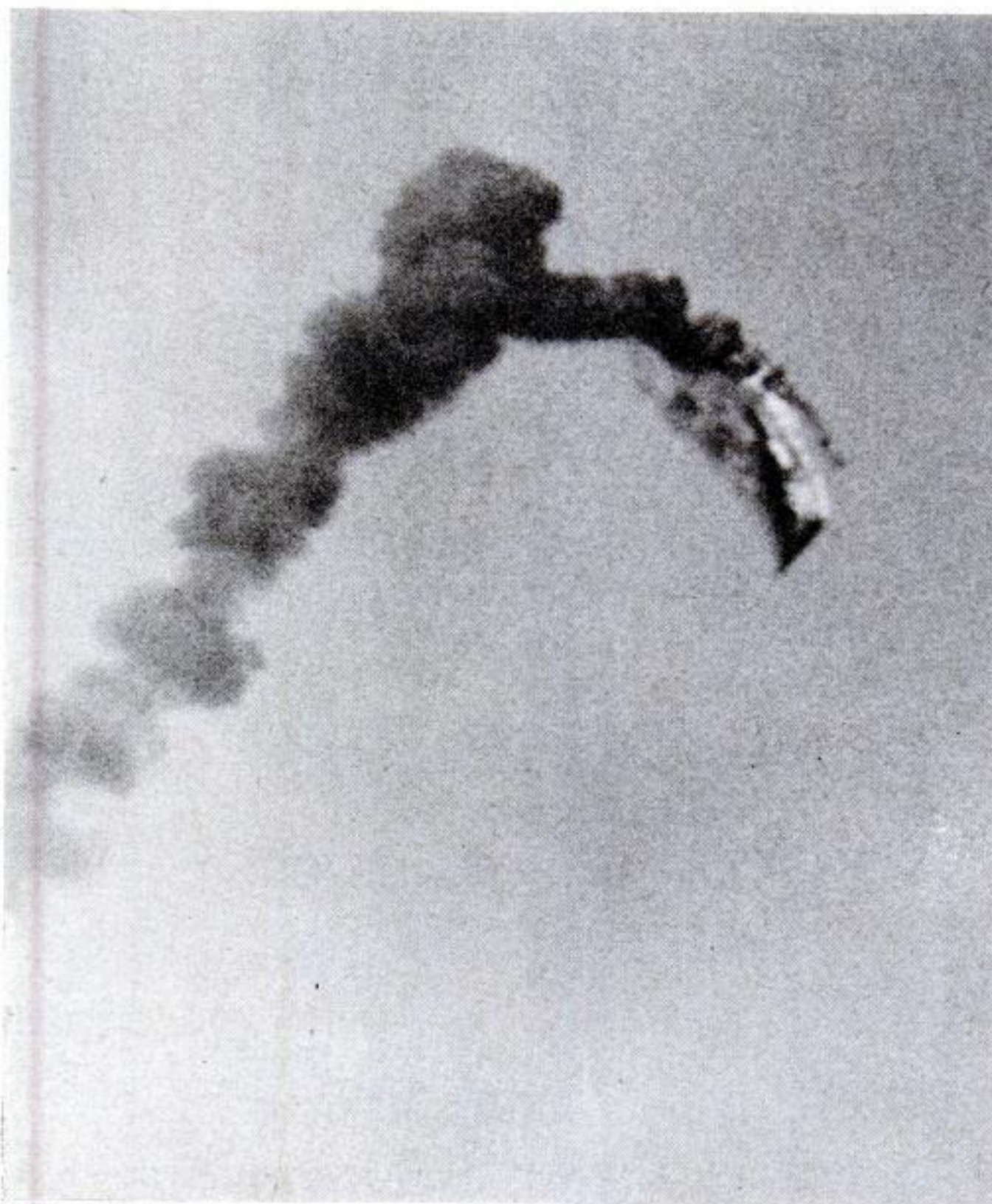
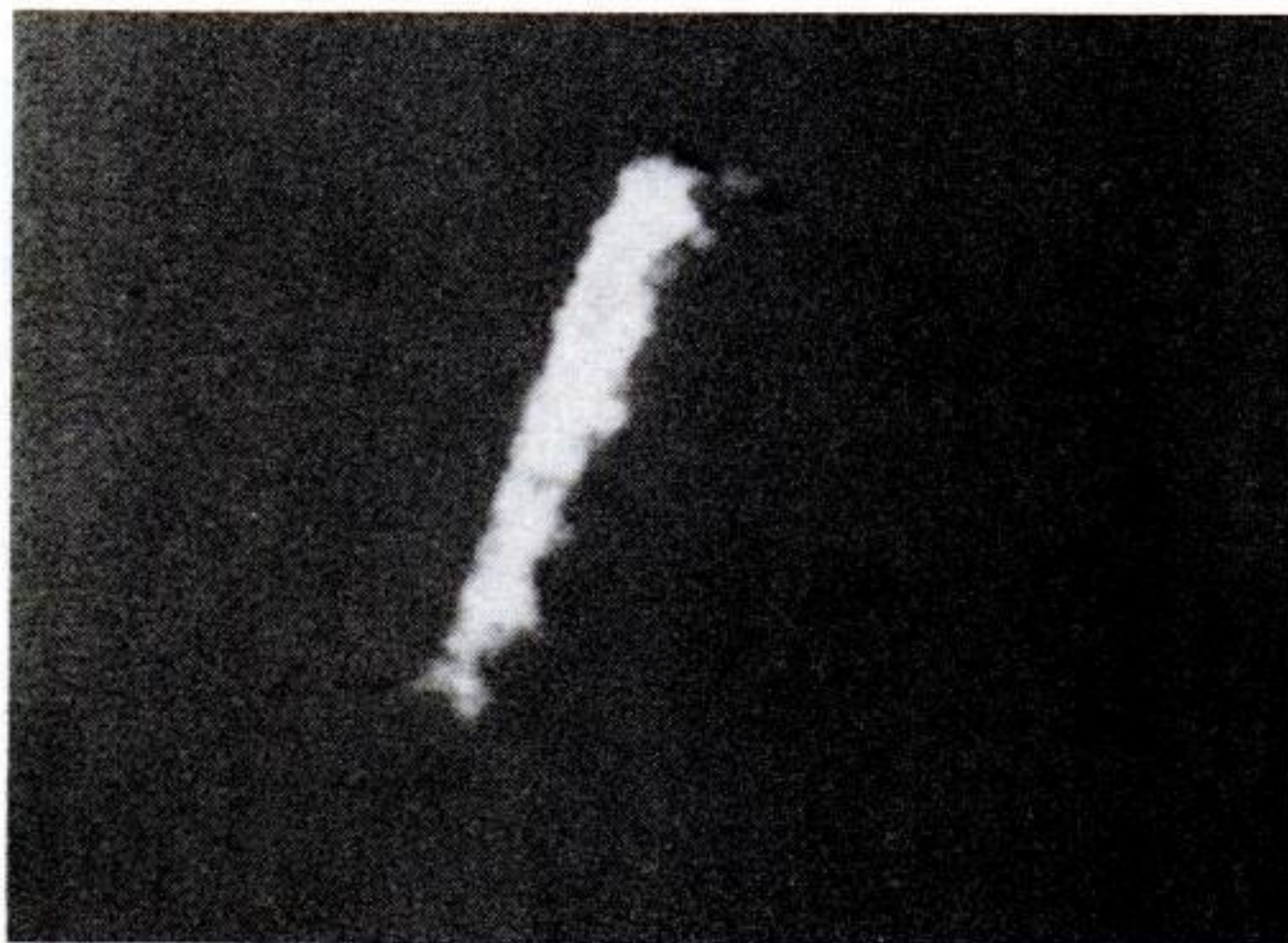
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Evening in Paris stick
glides on smooth
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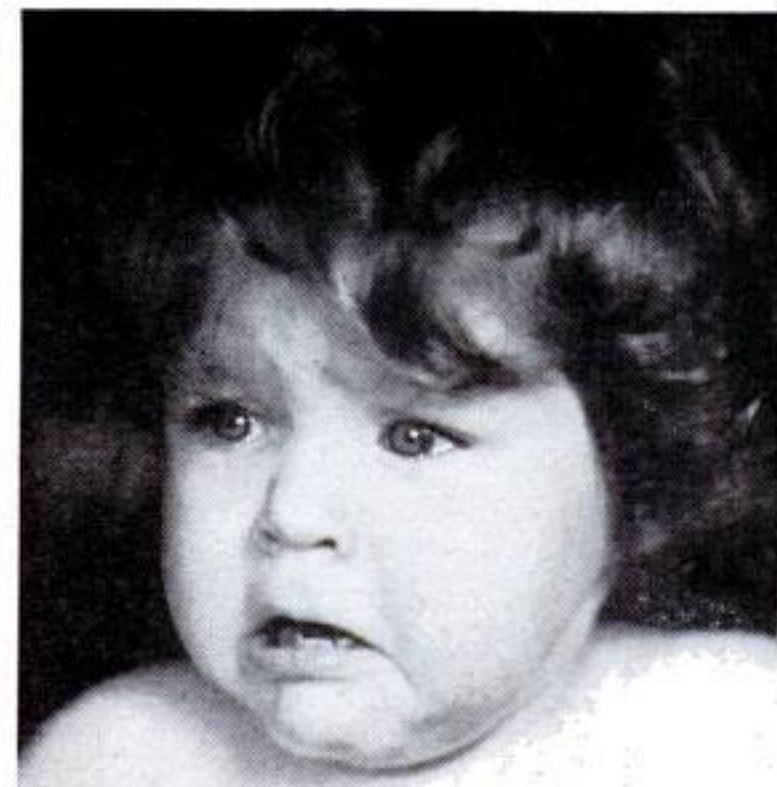
ICBM CONTINUED

FIRST ATLAS ENDS IN FAILURE



EXPLODING AT 8,000 FEET (top), Atlas topples over on its side (*center*) as streak of flame stretches behind it. Then, belching black cloud of smoke (*bottom*), it heads for ocean where it disappeared into water about two miles from where it was launched. Scientists said later it had developed fuel trouble which caused it to wobble out of control and was blown up by remote control by an officer on the ground to prevent it from causing damage. No one was hurt.

CONTINUED



Losers Weepers?

Not when you carry First National City Bank Travelers Checks

No, little girl! Your Daddy always carries safe First National City Bank Travelers Checks—and they're promptly refunded if lost or stolen. Famous for over 50 years! Backed by America's greatest world-wide bank, they're spendable everywhere! Cost only \$1 per \$100. Good until used. Buy them at your bank.

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A ROLL
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GUARANTEED TO CONTAIN NO SODA

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Relieve that intolerable itch
instantly — and safely —

dry up those blisters
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Use like cleansing tissue to repel
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Reusable
Sheets in
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How to be the center of attraction on your vacation

It never fails. When you start taking pictures with a Polaroid Land Camera, pulling them out of the back of the camera a minute later, a small crowd gathers. As fast as the camera turns them out, you can pass these pictures around, for everybody to enjoy on the spot. Old friends and new friends alike share the fun . . . the excitement . . . of 60-second photography.

And with the great new Polaroid Land Film

the quality of today's 60-second pictures is superb. People who see today's Polaroid Land pictures for the first time are absolutely wide-eyed at the sharpness, the sparkle that they have. These pictures don't fade, either. They last just like any other pictures. And you can get all the extra copies and enlargements you want.

One more important point. With a Polaroid Land Camera, you're sure of your vacation

shots. No disappointment back home two weeks later when you find out the pictures you wanted most didn't turn out. With *this* camera, if somebody blinks just as you snap it, you find out right away. Shoot it over and get a perfect one!

This camera will double the fun of your hard-earned vacation. For \$72.75 or only \$1.50 a week you can own it.

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you do...**

**there's one
for you!**

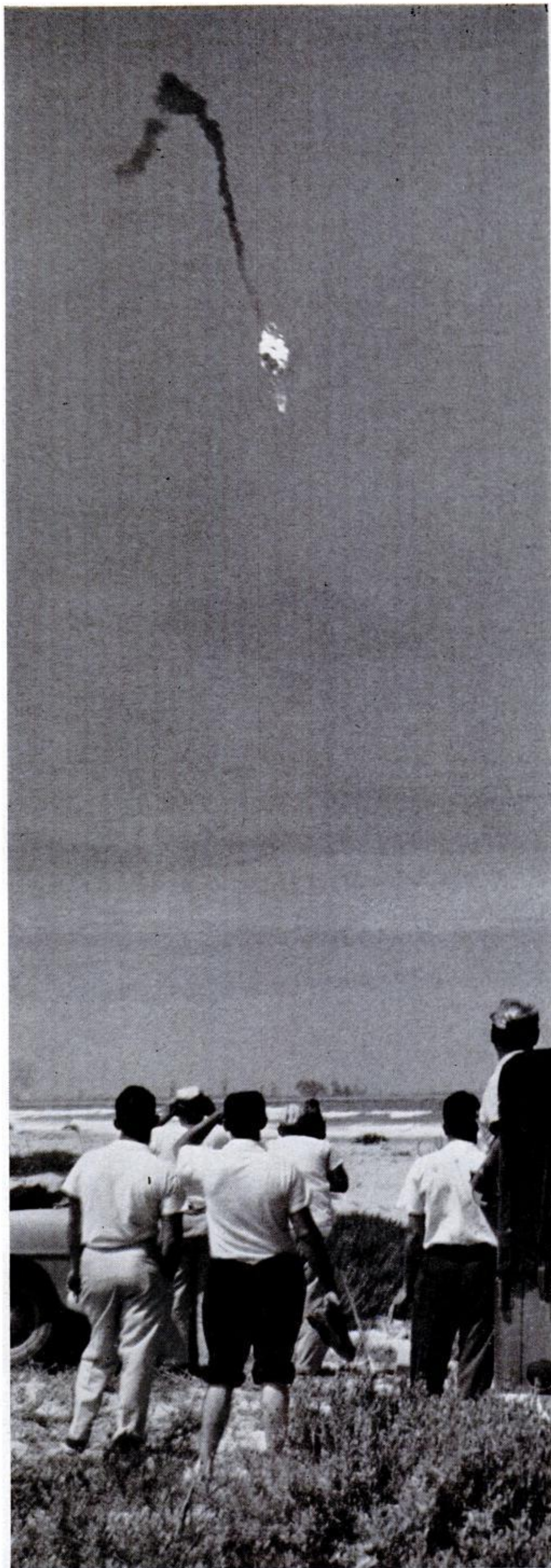
Whatever your need in an adding machine, you'll find Burroughs makes one with exactly the right features, functions and price for you. Most complete line in the business, featuring three basic styles: compact Ten Key, full-keyboard Director, economy-buy Thriftline. Which for you? Our nearby branch or dealer will gladly demonstrate. Burroughs Corporation, Detroit 32, Michigan.



"Burroughs"—Reg. T.M.

BURROUGHS ADDING MACHINES

ICBM CONTINUED



FINAL PLUNGE of ICBM toward the ocean is seen by newsmen shown waiting in picture at bottom of page 57. Residents of nearby Cocoa Beach, Fla. who saw the test shrugged off the failure. "We've seen missiles crash before," said a housewife. After the missile fault is corrected, Air Force will try again.

How about a new color scheme for your home?



More beauty . . . More protection . . . For more years with

SUN-PROOF®

AMERICA'S FINEST HOUSE PAINT

The only house paint with fume-resistant pigments and Vitolized Oil®

You'll cover your home with sparkling new beauty that looks "just-painted" years longer when you paint it with SUN-PROOF.

- **No other house paint** gives you such *enduring protection*. Only SUN-PROOF is made with fume-resistant pigments and special Vitolized Oil for greater resistance to weather-wear, fuel fumes.
- **With SUN-PROOF'S** range of *more than a hundred* Maestro Colors®, you can "perk up" your home with a fresh new color scheme that's distinctively your own.

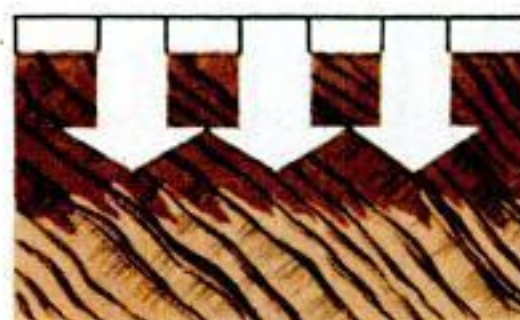
Featured on the Garry Moore Show—CBS-TV Friday Mornings

PITTSBURGH® PAINTS
PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS • FIBER GLASS
PITTSBURGH PLATE GLASS COMPANY

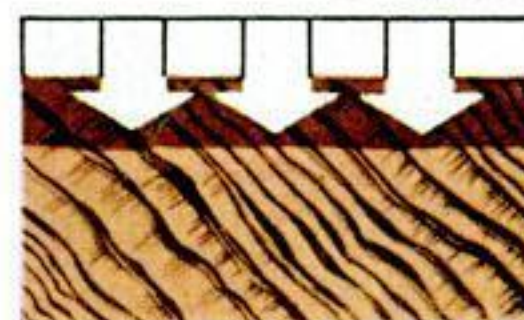
GENERAL OFFICES: PITTSBURGH 22, PA.

IN CANADA: CANADIAN PITTSBURGH INDUSTRIES, LTD.

Controlled Oil Penetration Makes SUN-PROOF Look Better Longer!

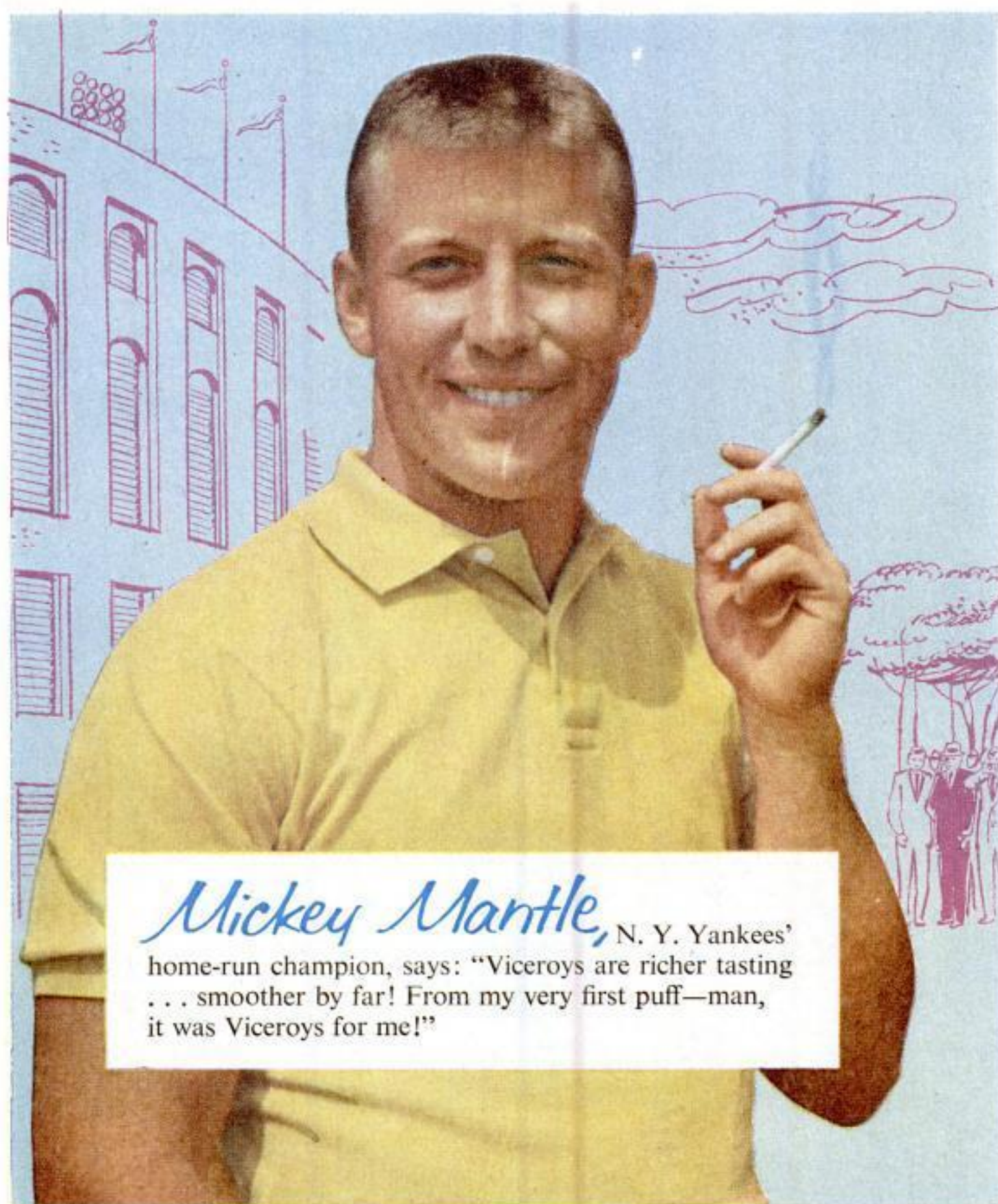


Much of the oil in ordinary paint soaks into the surface being painted. This leaves the paint coat starved and brittle—ready to crack and peel with severe weather changes.

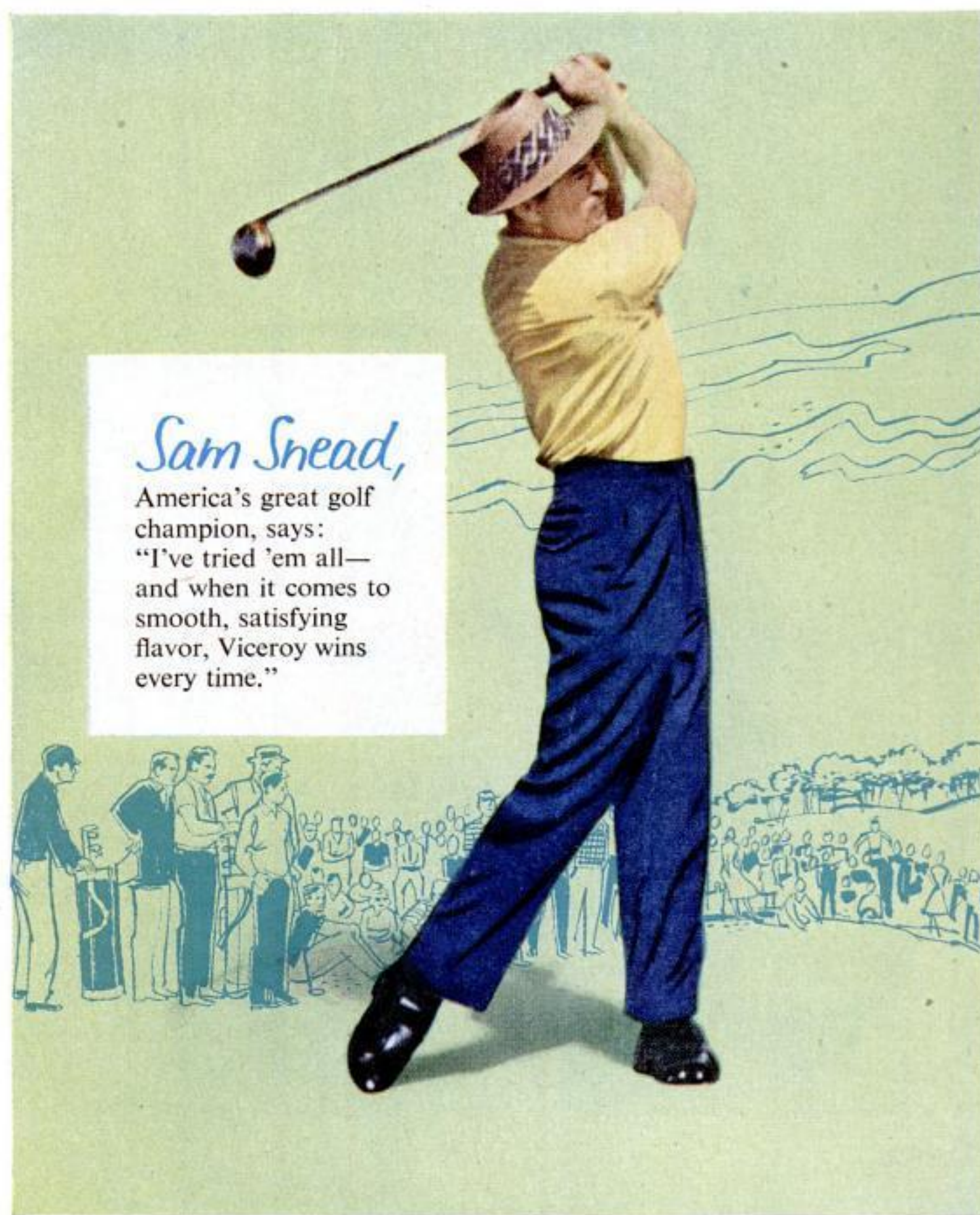


SUN-PROOF's Vitolized Oil is treated to control penetration. Only enough oil goes into the wood to insure a firm bond. The rest stays in the paint film to resist weather.

Why do America's Champion



Mickey Mantle, N. Y. Yankees' home-run champion, says: "Viceroy's are richer tasting . . . smoother by far! From my very first puff—man, it was Viceroy's for me!"



Sam Snead, America's great golf champion, says: "I've tried 'em all—and when it comes to smooth, satisfying flavor, Viceroy wins every time."

"Viceroy has the smoothest

Smart Smokers Everywhere Know— Only Viceroy Takes The Three Steps That Lead To Smoothest Smoking!

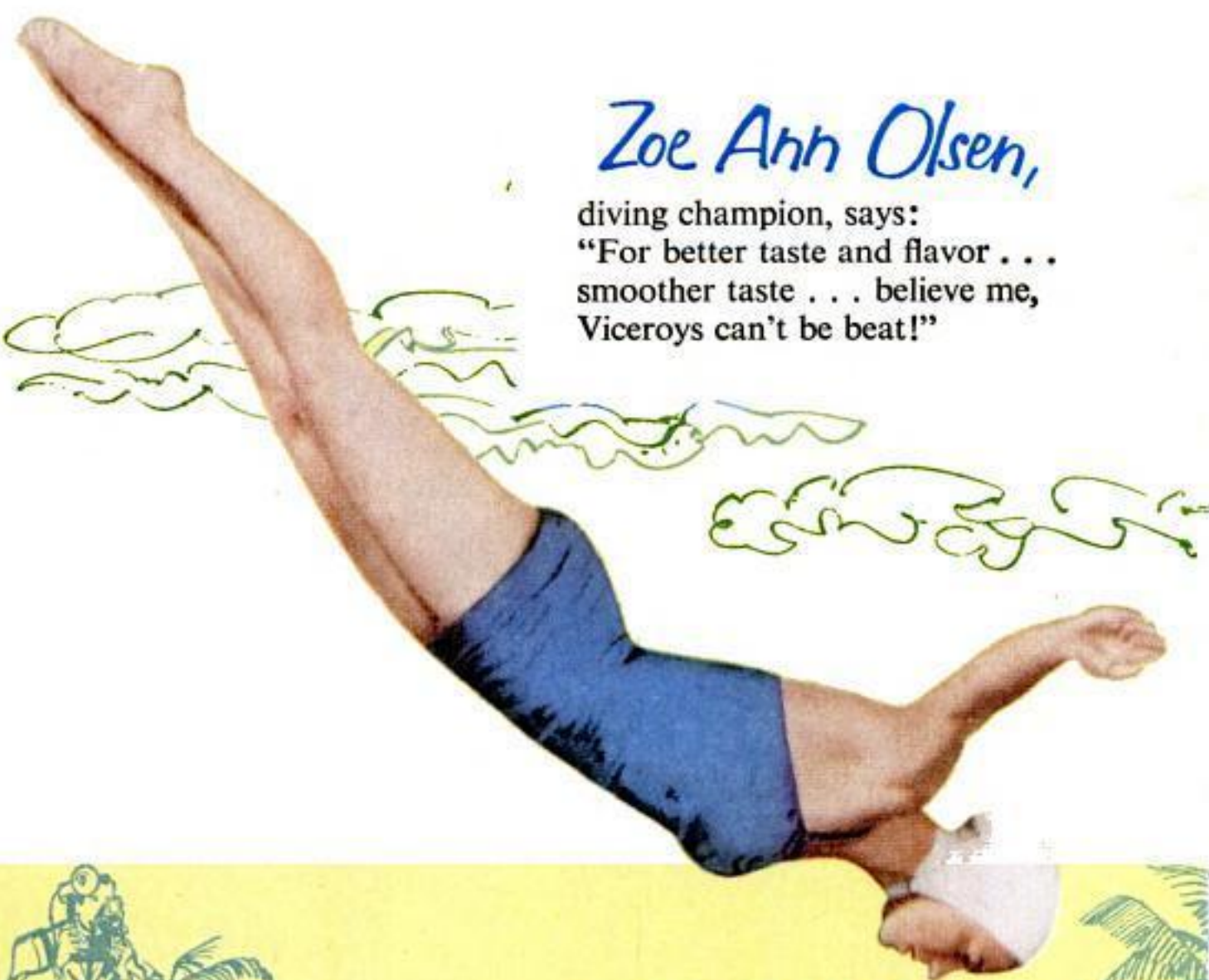
Discover the secret of Viceroy's *super-smoothness* in the three pictures at the right—the three important steps only Viceroy takes to give you the *smoothest taste of all*. No wonder America's champion athletes, and smart smokers everywhere, agree on Viceroy! Join the champions—smoke smoother Viceroy's!



1. *Smooth!*

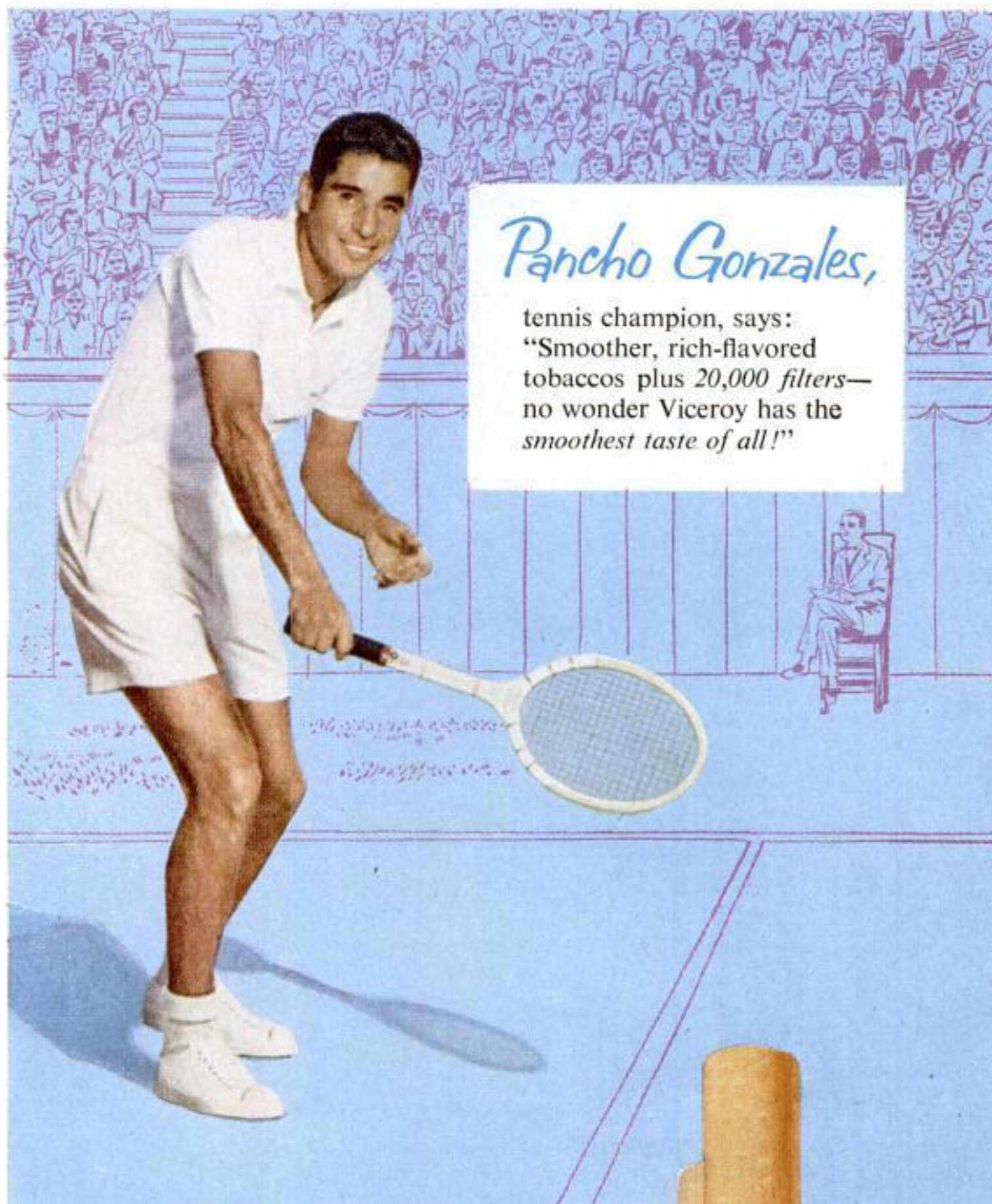
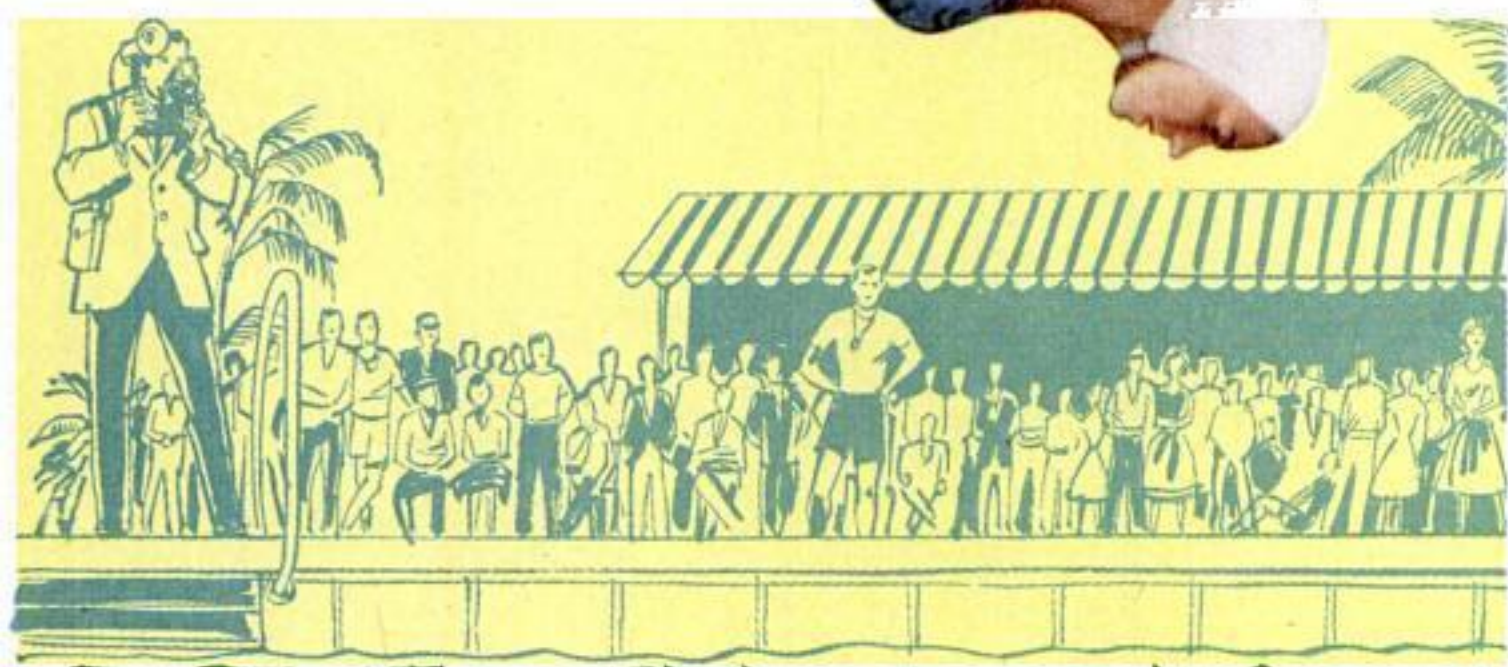
From the finest tobacco grown, Viceroy selects only the Smooth Flavor Leaf. No other will do!

Athletes Choose Viceroy?



Zoe Ann Olsen,

diving champion, says:
"For better taste and flavor . . .
smoother taste . . . believe me,
Viceroy's can't be beat!"



Pancho Gonzales,

tennis champion, says:
"Smoother, rich-flavored
tobaccos plus 20,000 filters—
no wonder Viceroy has the
smoothest taste of all!"

©1957, Brown & Williamson Tobacco Corp.

taste of all!"



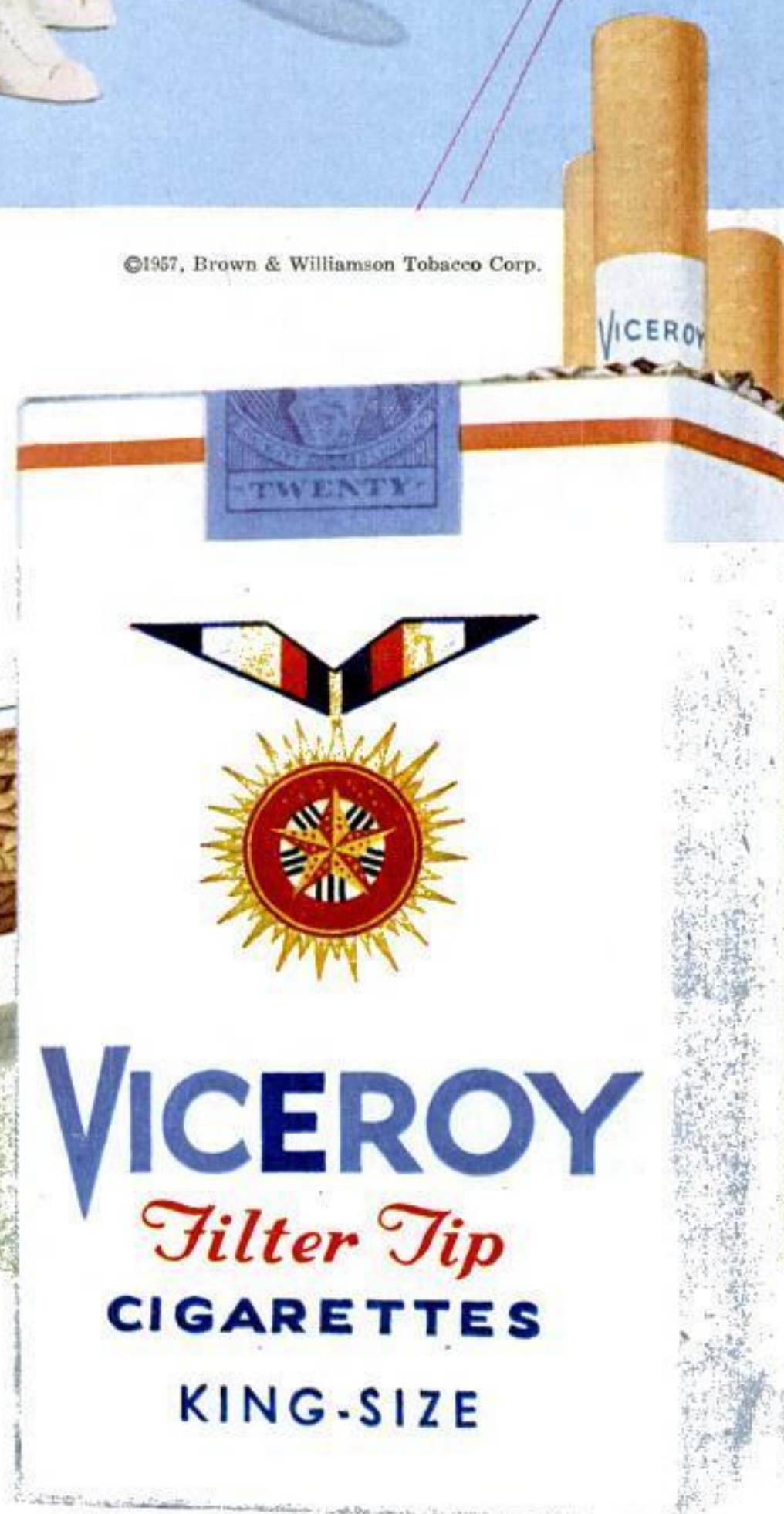
2. Extra Smooth!

Each Smooth Flavor Leaf is specially
Deep-Cured, golden brown through and
through, for extra smoothness



3. Super Smooth!

Only Viceroy smooths each puff
through 20,000 filters made from pure
cellulose—soft, snow-white, natural!



DELICIOUSLY...

your gin drinks **COME TO LIFE**
with Seagram's, "the gin with the golden touch"





LIDICE WAS A QUIET COUNTRY VILLAGE BEFORE ACT OF EXTERMINATION



ONLY SCATTERED RUBBLE AND A LONE HOUSE SURVIVED THE DESTRUCTION

NAZI-RAZED LIDICE ARISES

On June 11, 1942, to avenge the killing of an infamous Nazi gauleiter, the German S.S. took steps to obliterate the village of Lidice, Czechoslovakia from the memory of man. A task force razed the town, killed its men, dispersed its women to concentration camps, sent its children to institutions and erased its name and past from the public record.

From the outset the outrage failed of its purpose. A small town in Illinois changed its name from Stern Park Gardens to Lidice and put up

a monument to keep the name of the martyred place eternally alive. After the war the Russians erected a cross on the site of the ruined village. Later the American memorial fell into neglect for a time, but recently the people of Lidice, Ill. refurbished the monument and set an electric globe to glow over the words "Lidice Lives." And the Communist government of Czechoslovakia released pictures of the new development-style village which it has raised to stand in the place of the original Lidice.



IN LIDICE, ILL. the memorial is rededicated as a "spark of hope under the ashes of freedom's decay."

THE NEW LIDICE IN CZECHOSLOVAKIA BUILT BY THE COMMUNISTS RISES IN NEATLY SYMMETRICAL ROWS OF HOUSES OVER THE RUINS OF THE ORIGINAL VILLAGE





And Now the Dirt

speeded by the



WHEN TRUCKS ROLL—PROSPERITY REIGNS!

By delivering essential goods quickly, dependably and efficiently, trucks help hold down the final cost of practically everything that makes your life fuller. Help your community make best use of this great modern aid to better living.

Unit by unit, team by team, group by group—the world's greatest army of earth-movers takes on the most gigantic national highway project of all time.

Thanks to modern engineering genius and the efficiency of modern rubber-tired equipment, each mile can be completed sooner—each mile can give America more for its money.

Goodyear is proud to be numbered among those who have long supported the cause of Better Roads. Goodyear is glad to lend its vast fund of practical experience to those who will build the roads

**American Trucking Industry
Washington 6, D. C.**



is Flying —

most ingenious tools the world has ever seen!

—and to supply them with America's most advanced tires to fit the job, to speed the work, to cut the costs at every turn of every wheel.

And the pay-off will profit every one:

Farmers, commuters, merchants, mechanics, business, industry—and motorists in every area—will enjoy new Freedom of the Open Road.

This is vital—for the increasing *mobility* of people and goods is a big reason for America's unparalleled prosperity. For example, buses and trucks serve even the most remote villages and hamlets

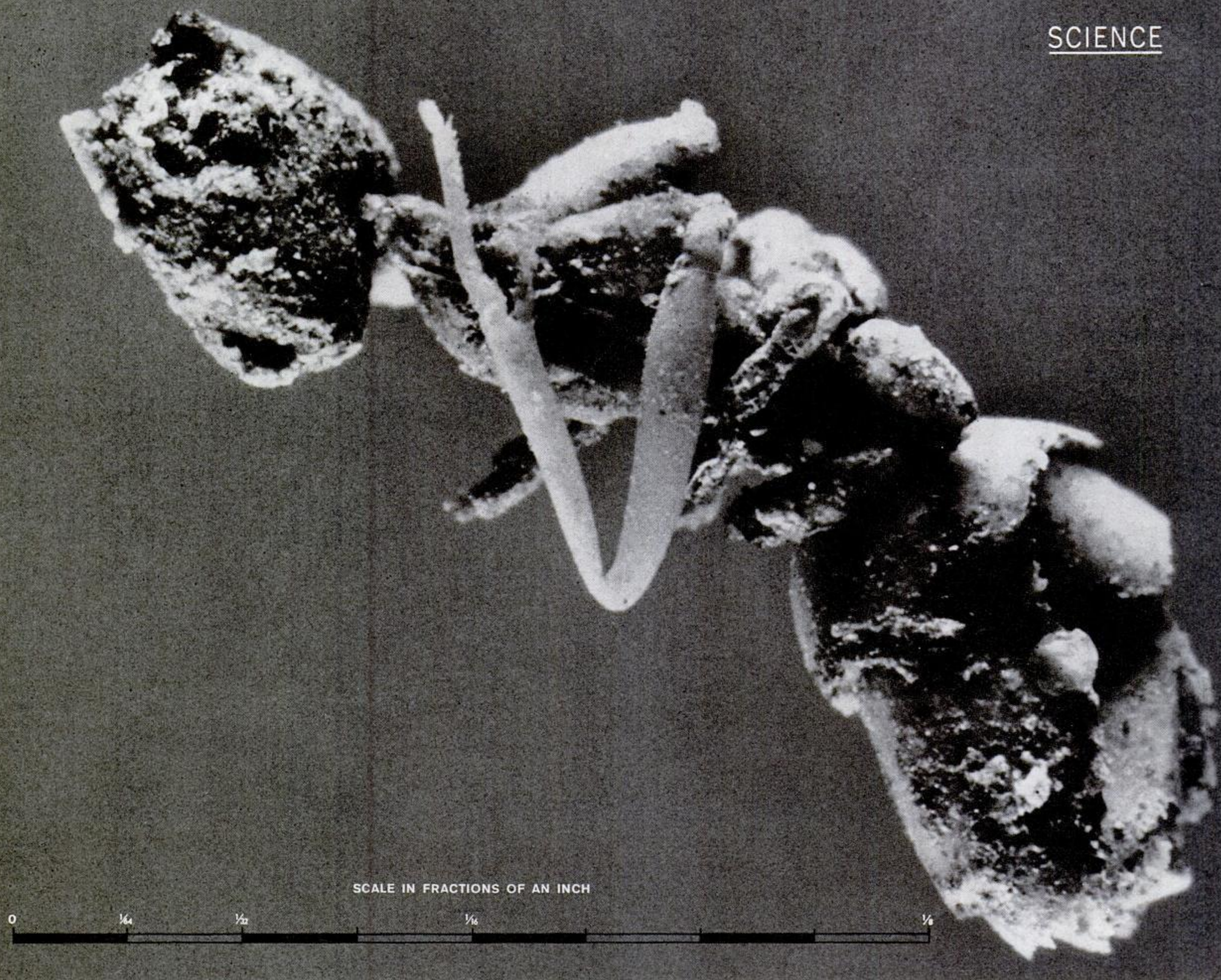
with an efficiency and dispatch once enjoyed by only the biggest cities!

Now, these great public services need no longer face strangulation by lack of adequate roads. Now, people and their jobs—goods and their markets—can be brought ever closer together. Yes, just so long as our national network of Better Roads keeps expanding—and buses and trucks can increase their essential aid to all America.

Let each of us do everything we can to speed the fullest flowering of a new highway-borne economy.



GOOD YEAR
THE GREATEST NAME IN RUBBER



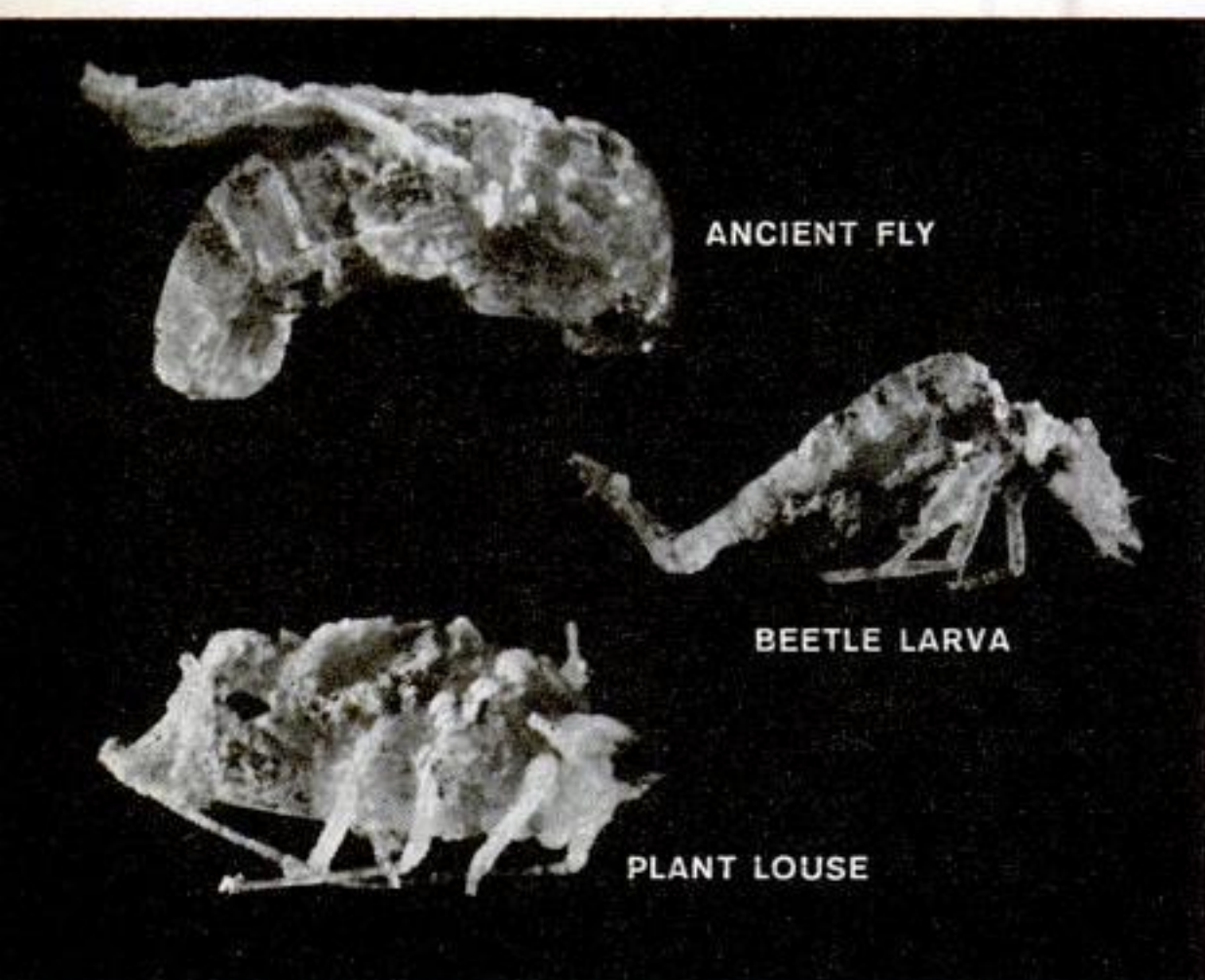
FOSSIL ANT, $\frac{3}{16}$ INCH LONG, IS HERE MAGNIFIED ABOUT 60 TIMES ITS ACTUAL SIZE. IT IS ONE OF LARGEST INSECT FOSSILS FOUND IN CALIFORNIA DEPOSIT

Rare Fossils in Three Dimensions

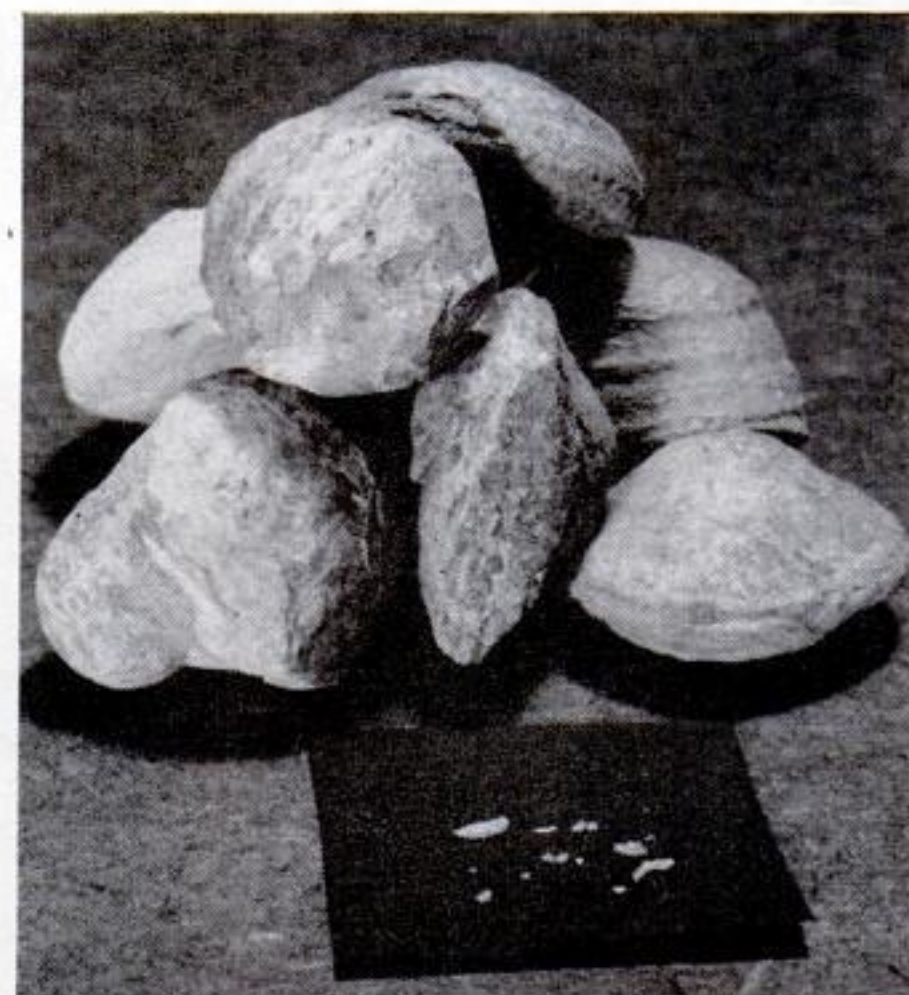
DESERT FIND YIELDS PREHISTORIC INSECTS

Insect fossils found in ancient rocks are usually mere outline tracings or, at best, two-dimensional remains, crushed flat like flowers in old books by centuries of pressure. The fossils shown here are rare, three-dimensional specimens of insects found in the Mojave Desert. Encased 20 million years ago in the mud of a lake bottom, the insect carcasses gradually decayed. Minerals seeped in to replace the decayed matter, hardening over the millennia while the mud turned to limestone.

Today, when limestone lumps are put in an acid, the limestone dissolves but the harder fossils are left intact. Scientists thus get these tiny, detailed sculptures. The California deposit contains hundreds of thousands of similar rocks, a bonanza for students of prehistory.



OTHER SPECIMENS magnified 17 times show tiny feelers, proboscis, delicate legs and eye facets.



LIMESTONE LUMPS in pile will yield quantity of fossils, mostly fragments, shown in foreground.

Kodak color slides open a new world of picture taking



From two-inch Kodak color slides... project sparkling pictures 4 feet wide!

See your vacation big as life on your home screen

Like to *revisit* your vacation paradise in color pictures *four feet wide*? You do—when you project Kodak color slides on your home screen.

You can also enjoy their sparkling color in a hand viewer, or have beautiful color enlargements made from them.

Use world-famous *Kodachrome* or Kodak's super-fast *Ektachrome* Film. Both give you color slides of breath-taking brilliance. Both are sold everywhere. Processing of Kodachrome Film by Kodak is also available through your dealer.

Budget way to begin! Kodak Pony 135 Camera has fast $f/3.5$ lens, $1/300$ flash shutter, rapid loading, simplified "color-marked" settings. Only \$36.50. And for bigger, brighter color slide shows, choose the new Kodak 300 Projector, only \$59.50. Complete Camera-Projector Outfit, \$96. See them demonstrated at your photo dealer's—buy for as little as 10% down. Remember, they're made by Kodak—so you know they're good! (Prices are list, include Federal Tax and are subject to change without notice.)



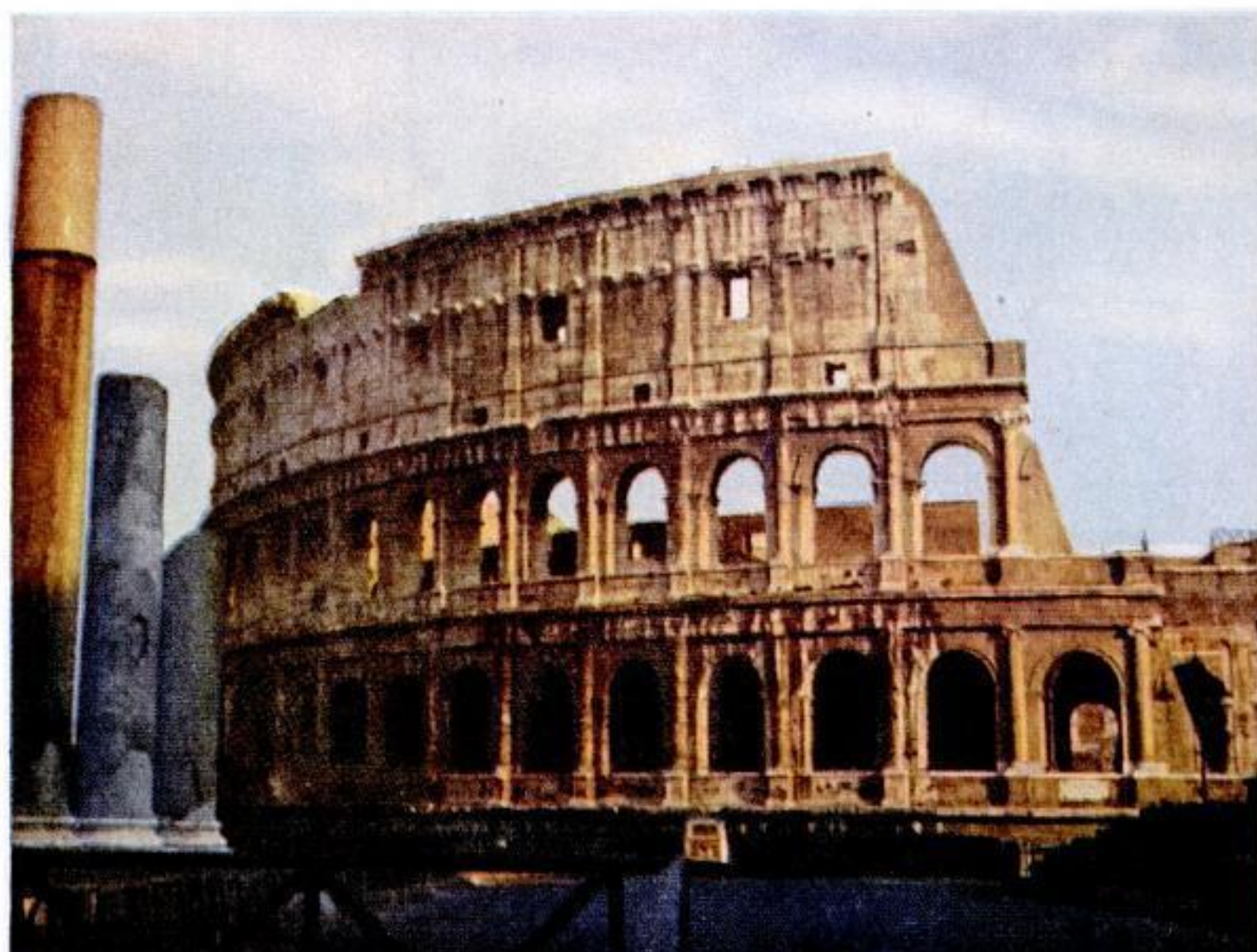
EASTMAN KODAK COMPANY... Rochester 4, N. Y.

Can you name these cities in Italy?

WIN A TRIP TO ITALY VIA PAN AMERICAN AIRWAYS



World's most experienced airline



1. Ancient ruins of the Colosseum in _____.

CHEF BOY-AR- HOLIDAY-IN-

Trips to Italy! Nearly 1,000 exciting prizes in all!

5 first prizes: Expense-paid tours of Italy for 5 couples! Relax for two fun-filled weeks . . . travel via luxurious Pan American Clipper . . . to historic Rome in 16 hours . . . see Florence and Naples in all their beauty . . . visit the fabulous Isle of Capri . . . explore exciting Amalfi, Sorrento, Pompeii, Taormina!

Imagine! Within weeks you may be winging your way to romantic Italy—as the door-to-door guest of Chef Boy-Ar-Dee!

The five top winners in Chef's big Holiday-in-Italy Contest will receive a glorious 2-week vacation for two—plus \$500 cash

to spend as they please! They'll stop at the finest hotels, dine in the grand Italian manner, enjoy the holiday of a lifetime!

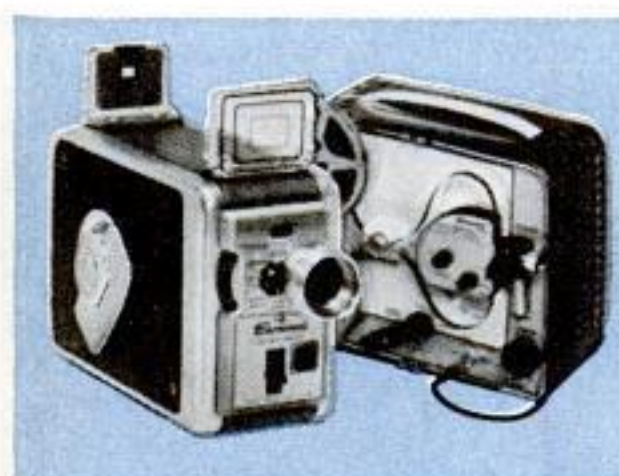
And look at the other wonderful prizes! You have hundreds of chances to win—so mail your entry today!



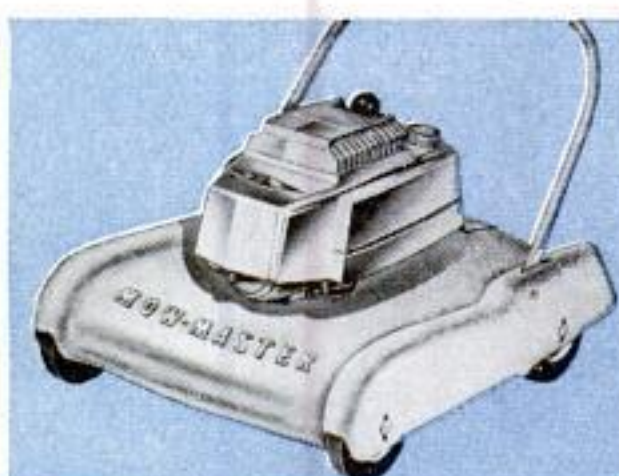
2nd Prizes: 65 modern Caloric 36" White Sands Gas Ranges . . . featuring Thermo-Set Burner and Roto-Ray-Barbequer—the easiest range to clean!



3rd Prizes: 20 Gibson Refrigerator-Freezers with outstanding new combination features. Dependable, double-duty performance!



4th Prizes: 50 complete Kodak Home Movie Outfits, featuring the famous Brownie Movie Camera and Projector!



5th Prizes: 100 Mow-Master Power Mowers—famous for precision grass cutting and trimming, perfect lawn grooming.



6th Prizes: 100 beautiful "Watches of Celebrities" by Helbros with 17 lifetime jewels, unbreakable main-spring! For men or women.



7th Prizes: 75 Evans Firebird Bicycles, America's foremost Speed King . . . plus 200 Evans Imperial Tricycles, super-deluxe models!



8th Prizes: 350 sensational new Sunbeam Automatic Saucepans with exclusive Simmer-Safe Controlled-Heat cooking!



2. Gondolas on the Grand Canal in romantic_____



3. The Leaning Tower awes all visitors in_____

CHEF BOY-AR-DEE® \$100,000 ITALY CONTEST

Easy to enter! Easy to win!

- 1 Identify the cities where above Italian scenes are located on entry blank below or plain sheet of paper. (Your grocer has more entry blanks.)
- 2 Complete in 25 words or less the following: "I like Chef Boy-Ar-Dee (name of product) because..." Enclose Chef Boy-Ar-Dee label or box top.
- 3 Send entry to: Chef Boy-Ar-Dee Holiday-in-Italy Contest, Box 32C, Mount Vernon 10, New York. Contest closes July 31, 1957—so hurry!

Take a holiday from cooking with CHEF BOY-AR-DEE Italian-style foods!



Spaghetti and Meat Balls: Real Italian-style spaghetti and juicy beef meat balls in a rich red sauce. Quick and thrifty too!



Ravioli: Plump little macaroni pies filled with beef, smothered in Chef's savory Italian-recipe sauce. Just heat and enjoy!



Spaghetti Dinners: Complete makings for the true Italian dish: spaghetti, sauce with Meat or Mushrooms, grated cheese.

Pizza Pie Mix: Make delicious pizza in minutes. You get crust ingredients, tangy sauce and cheese, all in one box.



Sauces: Ready to heat and serve. Made with tomatoes, just-right Italian spices, meat or tender mushrooms. Keep several cans handy!



Beefaroni: Quick new one-dish meal with Chef's incomparable Italian touch—meat, macaroni and rich tomato-cheese sauce.



OFFICIAL CONTEST RULES

1. Fill in the name of the city in which each of the above Italian scenes is located and complete in 25 words or less the following sentence: "I like Chef Boy-Ar-Dee (fill in the name of product) because..." Use either an official entry blank or a plain sheet of paper. Print your name and address clearly. Submit as many entries as you wish, but each entry must be accompanied by a Chef Boy-Ar-Dee label or box top or a reasonable facsimile thereof.
2. Send your entries to:
Chef Boy-Ar-Dee Holiday-in-Italy Contest
Box 32C, Mount Vernon 10, New York
Entries must be postmarked no later than July 31, 1957 and received by August 10, 1957. Your entries must be your own work, submitted in your own name.
3. Any resident of the Continental United States or Canada may enter this contest except employees (and their immediate families) of American Home Products Corporation, its affiliates and their advertising agencies.

ration, its affiliates and their advertising agencies.

4. Entries will be judged by The Reuben H. Donnelley Corporation on (a.) the correct location of the three pictures, (b.) the originality of thought, sincerity of expression, and appropriateness to the product described in the 25-word completion. Judges' decision will be final. Duplicate prizes will be awarded in case of ties. All entries become the property of American Home Products Corporation, and none will be returned.
5. Winners will be notified by mail or in person approximately 30 days after the close of contest. Prizes will be awarded as listed hereon. Trips must be taken before June 30, 1958. A complete list of winners will be mailed to any contestant who encloses with his entries a self-addressed, stamped envelope.
6. This contest is subject to federal, state and local laws, ordinances and regulations, and is not open to contestants in any area where state or local laws, ordinances or regulations render participation illegal.

OFFICIAL ENTRY BLANK

Mail to: **Chef Boy-Ar-Dee Holiday-In-Italy Contest**
Box 32C, Mount Vernon 10, New York

Write in names of cities identified above.

1.....2.....3.....

Complete this sentence in 25 words or less:
I like Chef Boy-Ar-Dee.....(name of product) because

.....

.....

Your name.....

Address.....

City.....Zone.....State.....

(Enclose Chef Boy-Ar-Dee label or box top or a reasonable facsimile thereof)



Over 17 feet of elegant power . . . the Fairlane 500 Town Victoria!

Take an extra week's vacation on what you save

What! Save money on a car that's longer than any other low-priced car? Lower than all medium-priced cars? With greater overall width than many medium-priced cars? Save money on a car that's built for keeps like *no* other car and proved it, averaging over 108 m.p.h. for 50,000 miles during 20 gruelling days and nights on the Bonneville salt flats? Save money on a car that . . . *The answer is "yes!"* For Ford is the fine car at *half* the fine-car price. Fact is, at Ford's low prices you can actually own *two* fine cars for the price of one!

P. S. Ford savings only *start* when you buy. Wait 'til you discover the *saving ways* of Ford's Thunderbird V-8's or Mileage Maker Six . . . Plus Ford's traditional high resale value!

It costs less to go first
in the new kind of

FORD



TRADITIONAL OAK BINS AND BIG BAGS DISPLAY 20 SPICES GENERALLY AVAILABLE IN U.S. IMPLEMENTS AT TOP ARE FOR MEASURING, WEIGHING, STORING

The Spreading Use of Spices

Fifty years ago it would have been hard to find more than six different spices on sale in a grocery store. Today, some supermarkets carry as many as 50, and since the 1930s the per capita use of spice in the U.S. has increased at least 30%. This growth owes much to American tourists who return with exotic recipes, but even more to housewives who grow more daring in cooking as they try to vary familiar dishes—especially leftovers.

In its pure sense "spice" refers only to parts of aromatic plants grown in the tropics. But for the purpose of buying and cooking it also includes the leaves and seeds of herbs (LIFE, April 7, 1952), which are aromatic

plants from temperate zones. On the next two pages are shown eight spices, the plants they come from and foods they flavor, along with ideas on using them. On following page are recipes for the foods shown.

Spices should be bought in small amounts because they start losing flavor in three to six months, depending on their container. Long exposure to heat, moisture or air should be avoided. In cooking, spices need careful measuring to enhance the flavor instead of smothering it. With foods that require long cooking times spices are generally added near the end. With uncooked foods they are added well in advance of serving.

CONTINUED



ANISE SEED is the dried fruit of a small, parsleylike plant grown mostly in Spain, Mexico and China. The ripe fruit is shown, cut vertically and greatly enlarged, at left. The oval-shaped dried seed, packed either ground or whole, adds an unmistakable licorice flavor to sweet breads, candies or pastries, like the Springerle cookies at left, or in a more subtle way delicately flavors cordials, punches and sweet pickles.



POPPY SEED comes from the familiar, widespread red poppy plant, but the best seasoning is from the Holland variety. The ripe pod (*right*) houses hundreds of the tiny seeds which, when dried, have a crunchy texture, a nutlike flavor. The seeds add both flavor and texture to bland dishes like cabbage stuffed with noodles (*lower left*) and to bread, rolls, cookies and salads. They make a good filling for cakes and pastries.



GINGER, which grows throughout the tropics, has delicate, fragrant flowers (*top*), often used in native garlands. The seasoning comes from the gnomelike roots, known as "hands," which are dried and bleached in the sun, then shipped whole, broken or ground. It is used not only for gingerbread and pastries, but for puddings (*lower left*), soups, biscuits, roast meats and, when mixed with butter, as a rub for fowl.

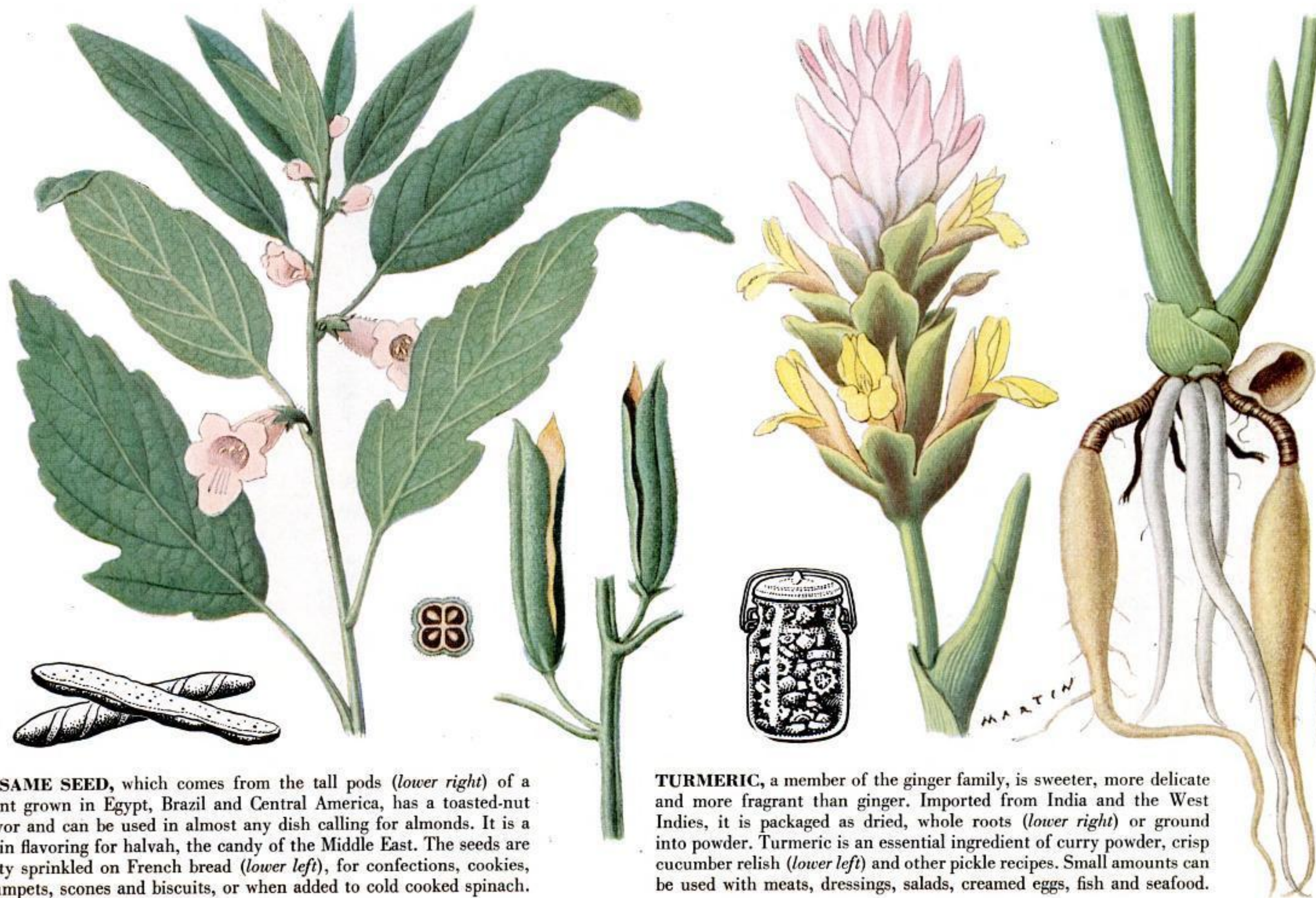


CORIANDER SEED comes from French Morocco and though used by cooks for over 7,000 years is known to few Americans. The dried seeds, which have a flavor both sweet and tart, are segments of the fruit shown as clusters on the plant and greatly enlarged (*lower right*). Its biggest use is to season sausage meats. It also lends flavor to mixed pickles, pastry, salads and dishes like Mexican Menudo soup (*lower left*).



SAFFRON is world's most costly spice (\$9.50 an ounce) because it takes 75,000 blossoms to produce a pound of it. Spice comes from stigmas (projecting from bud, top left, and shown enlarged lower right) of a crocus that grows in Spain. Cooks value saffron as much for its golden color as its pleasantly bitter flavor. Most popular use is in *arroz con pollo* (chicken with rice) and fancy breads like saffron buns (lower left).

FENNEL SEED, long used in Europe for studding bread and rolls, has a fragrant, sweet taste not unlike anise. The fruit (lower right) grows upward in firm clusters of 10 or 12 and houses the tiny watermelonlike seeds, which are shipped whole or ground. Fennel is excellent with fish *flambé* (lower left) and other fish dishes and helps improve the flavor of soups, sweet pickles, sauces, pastries and other desserts.



SESAME SEED, which comes from the tall pods (lower right) of a plant grown in Egypt, Brazil and Central America, has a toasted-nut flavor and can be used in almost any dish calling for almonds. It is a main flavoring for halvah, the candy of the Middle East. The seeds are tasty sprinkled on French bread (lower left), for confections, cookies, crumpets, scones and biscuits, or when added to cold cooked spinach.

TURMERIC, a member of the ginger family, is sweeter, more delicate and more fragrant than ginger. Imported from India and the West Indies, it is packaged as dried, whole roots (lower right) or ground into powder. Turmeric is an essential ingredient of curry powder, crisp cucumber relish (lower left) and other pickle recipes. Small amounts can be used with meats, dressings, salads, creamed eggs, fish and seafood.



ELECTRONIC "FINGERS"

*to speed up today's
automation!*

The Borg-Warner touch marks so many of today's exciting advances!

Ingenious automatic control mechanisms now direct manufacturing lines, chemical processing, oil refining and many other jobs with little human help. These "robots" not only have marvelous electronic brains, but they have a sense of touch that lets them keep tabs on what they're doing.

Finger-size electronic instruments (called Vibrotron* transducers) are made by Borg-

Warner to give this "touch". Highly sensitive, they feel even the smallest change in temperature, pressure, velocity and such things, and report it in a way that lets the brain make corrections extra fast.

This is an example of Borg-Warner activity in just one field—*electronics*. You'll find Borg-Warner serving in most fields of new challenge and promise—such as nucleonics,

missiles, jet and rocket aircraft, chemicals.

And Borg-Warner's fame as engineer and manufacturer grows daily in the fields of petroleum, building, automobiles, home appliances, steel and others. In everything B-W produces, the aim is "design it better—make it better." It is an aim that means progress. *Borg-Warner Corporation, 310 S. Michigan, Chicago 4, Illinois.*

*Vibrotron is a registered trade-mark for the Vibrotron transducer manufactured by BJ Electronics Division of Borg-Warner.

Almost every American benefits every day
from the products made by



T. M.

Borg-Warner®

WELL SEASONED RECIPES

The recipes below are for the dishes beside each of the eight spices on pages 74 and 75. They were selected not only to show popular uses for the spices, but as good examples of how small amounts of seasoning, properly used, can add distinction to ordinary cooking.

SPRINGERLE COOKIES

2 eggs
1 cup sugar
2 cups sifted all-purpose flour

2 teaspoons ground anise seed
2 teaspoons whole anise seed

Beat eggs until thick. Add sugar, beating constantly until thoroughly blended. Combine sifted flour with ground anise, add to egg mixture. Knead on floured board until it forms a stiff dough, adding a little more flour if necessary. Roll $\frac{1}{8}$ inch thick and cut into squares. Place on greased baking sheet which has been sprinkled with whole anise seed. Let stand at room temperature for 10 hours to dry. Bake in a slow oven (325° F) for 8 to 10 minutes. Makes 24 cookies.

CABBAGE AND NOODLES WITH POPPY SEEDS

1 large head cabbage
10 tablespoons butter

1 8-ounce package broad noodles
 $\frac{1}{4}$ cup poppy seeds

Hollow out center of cabbage leaving shell about one inch thick. Chop scooped-out cabbage coarsely and cover with boiling water. Boil rapidly for 4 minutes. Drain. Melt 6 tablespoons butter in heavy skillet, add cabbage and sauté over low heat for 15 minutes, turning frequently until cabbage is soft. If desired, season with salt and pepper. Cook noodles according to package directions. Drain well. Combine with remaining 4 tablespoons butter and poppy seeds. Place cooked cabbage in cabbage shell and top with noodles. Serves 6.

GINGER PUDDING

$\frac{1}{4}$ cup butter
 $\frac{1}{2}$ cup brown sugar
2 eggs
 $3\frac{1}{2}$ cups sifted all-purpose flour

$3\frac{1}{2}$ teaspoons double-acting baking powder
2 teaspoons ground ginger
 $\frac{1}{8}$ teaspoon salt
1 cup milk

Cream butter with brown sugar until light and fluffy. Beat eggs and add to this mixture. Sift flour. Add baking powder, ginger and salt and mix well, putting in milk a little at a time. Pour into greased 2-quart mold, cover and steam for 2 hours. Serves 4 to 6.

MEXICAN MENUDO

4 pounds tripe
1 lb. veal, cubed
3 cloves garlic, minced
3 large onions, finely chopped
1 teaspoon coriander

1 teaspoon oregano
1 tablespoon chili powder
4 quarts water
1 No. 2½ can whole hominy
Salt and freshly ground pepper

Cut tripe into thin strips. Combine with remaining ingredients, except hominy in large saucepan. Boil 5 minutes. Skim. Cover. Let simmer $5\frac{1}{2}$ hours. Add hominy. Simmer $\frac{1}{2}$ hour. Add salt and pepper to taste. Top with fresh chopped parsley and coriander before serving. Serves 8 to 10.

SAFFRON BUNS

1 envelope active-dry yeast
 $\frac{1}{4}$ cup lukewarm water
1 cup milk, scalded
 $\frac{1}{2}$ cup butter
2 tablespoons sugar
 $\frac{1}{2}$ teaspoon salt

2 eggs, beaten
 $\frac{1}{3}$ cup raisins
 $\frac{1}{3}$ cup chopped citron
 $\frac{1}{2}$ teaspoon grated lemon rind
1 pinch saffron
4 cups sifted all-purpose flour

Add butter, sugar, salt to scalded milk. Cool to lukewarm. Dissolve yeast in water and add to milk mixture. Sift in flour. Add other ingredients. Turn out on lightly floured board. Knead 5 minutes. Place in greased bowl, brush with melted butter and cover with clean towel. Let rise until double in bulk. Punch dough down. Form into 20 round buns, each topped with a small ball of dough about the size of a marble. Place 2 inches apart on greased baking sheet and let rise, uncovered, until double in bulk. Brush with slightly beaten egg white. Bake in moderate oven (350° F) for 20 minutes.

FISH FLAMBÉ WITH FENNEL

1 large bluefish (or bass or trout)
1 teaspoon fennel seed
1 teaspoon dried thyme

1 tablespoon dried parsley
 $\frac{1}{4}$ cup heated brandy or whisky

Broil fish. Arrange on serving platter and top with herbs. Pour heated brandy over fish and ignite.

CONTINUED



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SPICES CONTINUED

SESAME HERB BREAD

1 loaf French bread
¼ pound butter
¼ cup finely chopped parsley

¼ cup finely chopped chives
2 tablespoons sesame seeds

Slice bread lengthwise. Combine butter, parsley and chives and spread on cut surfaces of bread. Sprinkle this with sesame seed and bake in moderate oven (350°F) until loaf is crisp. Serves 4-6.

SLICED CUCUMBER PICKLES

20 medium sized cucumbers
12 onions, sliced
5 tablespoons salt
5 cups cider vinegar
4 cups sugar
1 teaspoon celery seed

4 1-inch pieces cinnamon bark
1½ teaspoon turmeric
1 tablespoon mustard seed
1 teaspoon peppercorns
6 cloves

Sprinkle sliced cucumbers and onions with salt and let stand 1½ hours. Drain well. Combine remaining ingredients and bring to a boil. Add cucumbers and onions and simmer 10 minutes. Spoon into hot sterilized jars and seal right away. Makes about 8 quarts.

USES FOR OTHER SPICES

Below are suggestions for using the 12 spices shown in the bins on page 73 but not in the paintings on pages 74 and 75. More information and cooking advice can be obtained from the American Spice Trade Association, New York City, McCormick and Co., world's largest spice and extract house, or the other major spice companies in the U.S.

BAY LEAVES. These dried leaves, from the laurel tree, give a pungent, aromatic flavor to meat and potatoes, stews, soups, chowder or other recipes cooked in a pot. Only one or two bay leaves per pot are needed.

PARSLEY FLAKES. The dried, crushed leaves of the familiar parsley plant, this seasoning is used both for flavor and as a garnish for soups, salads, meats, fish, sauces and vegetable dishes.

CINNAMON BARK. The most important baking spice, this is the dried bark of the tropical Cinnamomum tree. It can be used in almost any kind of pastry. It is especially good with stewed apples and other fruits. Whole sticks add a pleasant flavor to hot alcoholic drinks and spiced wine.

CASSIA BUDS. This is the dried fruit of the Cinnamomum tree, and has the same flavor as cinnamon. It is useful for pickling and preserving or flavoring desserts and other dishes where only slight cinnamon is wanted.

SAGE. The dried leaves of an herb of the mint family, sage is popular in pork products, Manhattan clam chowder, salad greens. Used in sausages, meat and poultry stuffings or baked fish, it imparts an astringent, slightly bitter flavor. It is packed whole, crushed or ground.

DRY MUSTARD. Sometimes called "ground mustard," or "mustard flour," this spice comes from the small seeds of the mustard plant and gives a sharp flavor to hot meats, fish, sauces and gravies.

BLACK PEPPER. The world's most universally used spice, this is the dried ripe berry of a climbing vine and can be bought whole as well as ground.

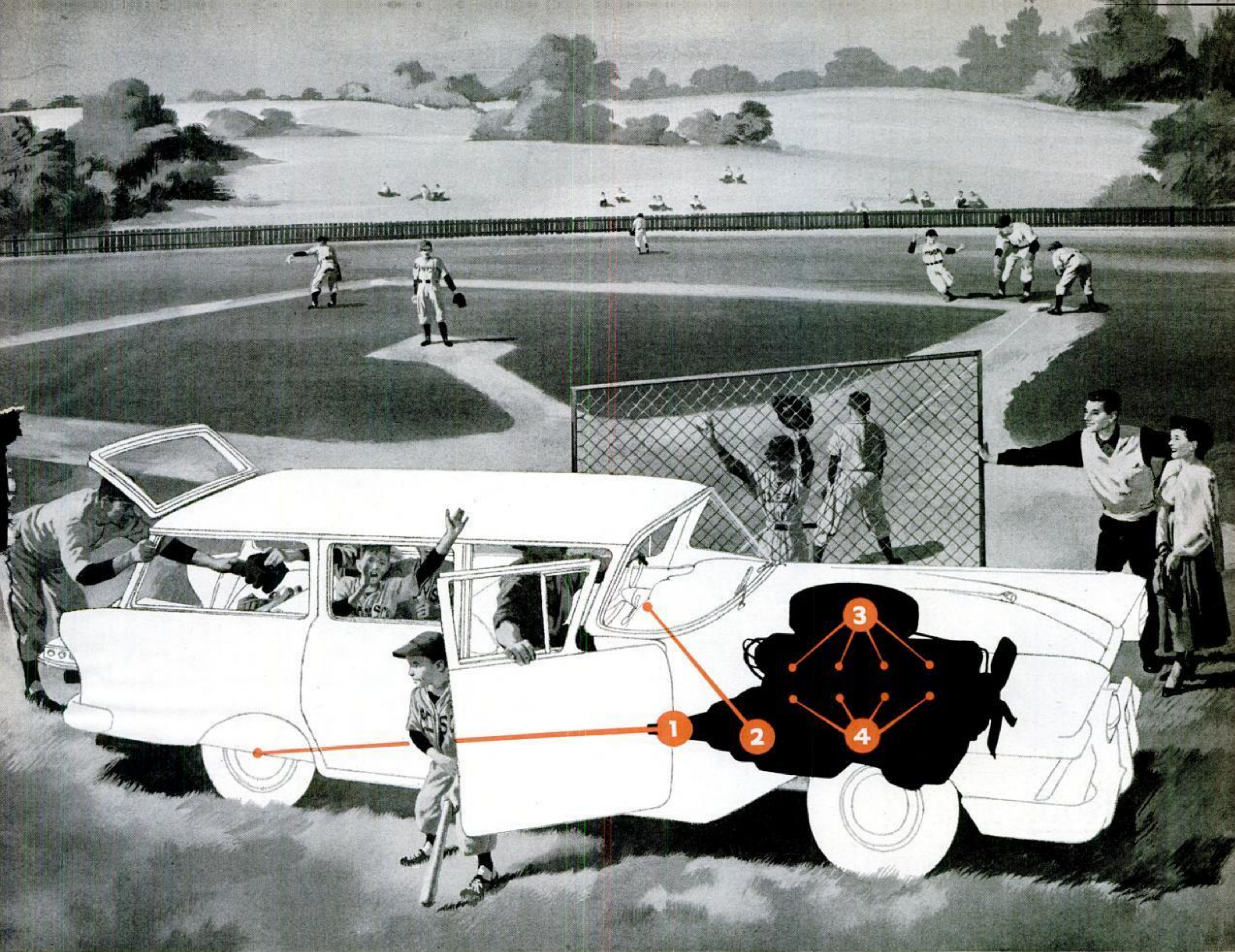
CHILI POWDER. This is a blend of spices, usually chili pepper, cumin seed and oregano, and is most widely used for Mexican dishes. It is good with eggs, cottage cheese, corn, stew seasonings and shellfish sauces.

OREGANO. An essential ingredient of chili con carne, oregano is the dried leaf of an herb of the mint family and comes whole, crushed, or ground. It helped make the pizza famous and is a fine seasoning for beef stews, eggs, gravies, or meat sauces for various spaghetti dishes.

RED PEPPER. Used mostly in crushed form, this spice from the dried fruit of the red pepper plant is not related to black or white pepper. In addition to adding color and hot flavor to Italian-style dishes, it is good for casseroles, spaghetti, stews, soups and pork and beans.

PICKLING SPICE. A blend of 10 to 16 different whole spices, this is an essential ingredient for pickle recipes and relishes. When wrapped in a cheese-cloth bag it can be put in cooking meats, soups and vegetables for most of the cooking period to impart a rich flavor to the dishes.

NUTMEG. This is the large seed of a peachlike fruit of a tropical evergreen and is usually sold in its ground form. Because it has a sweet taste with spicy undertones, it is useful in sweet and nonsweet dishes alike, for flavoring baked goods, puddings, sauces, eggnogs and custards. It is also good on cauliflower and spinach and in the crust of meat pies.



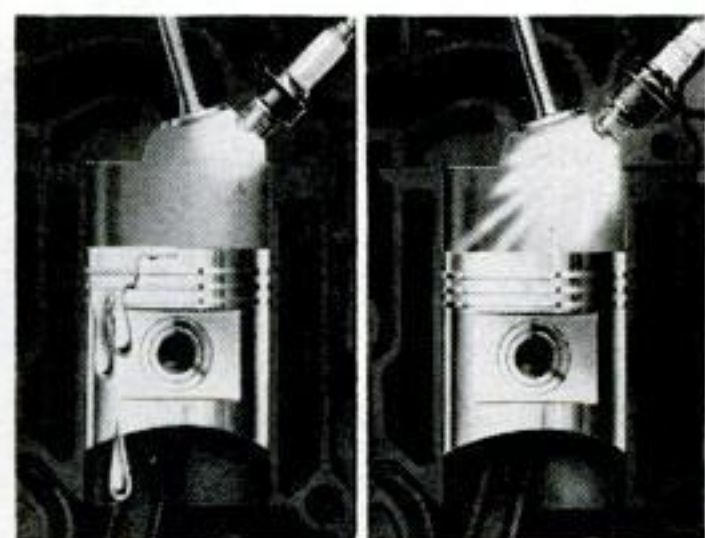
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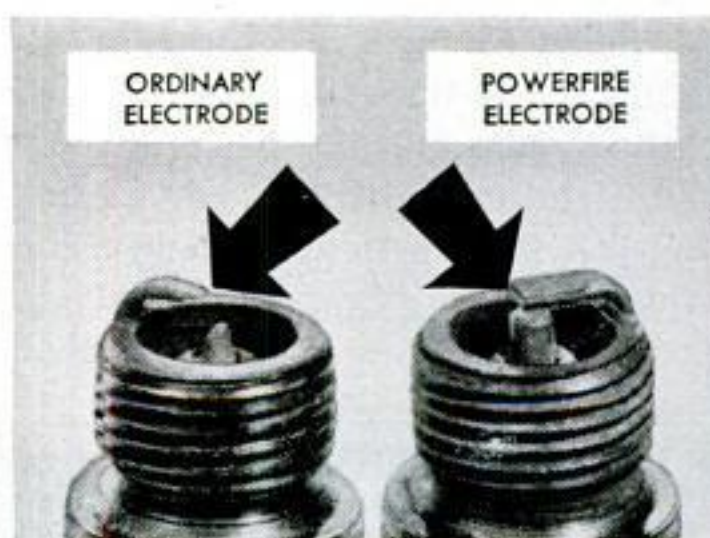
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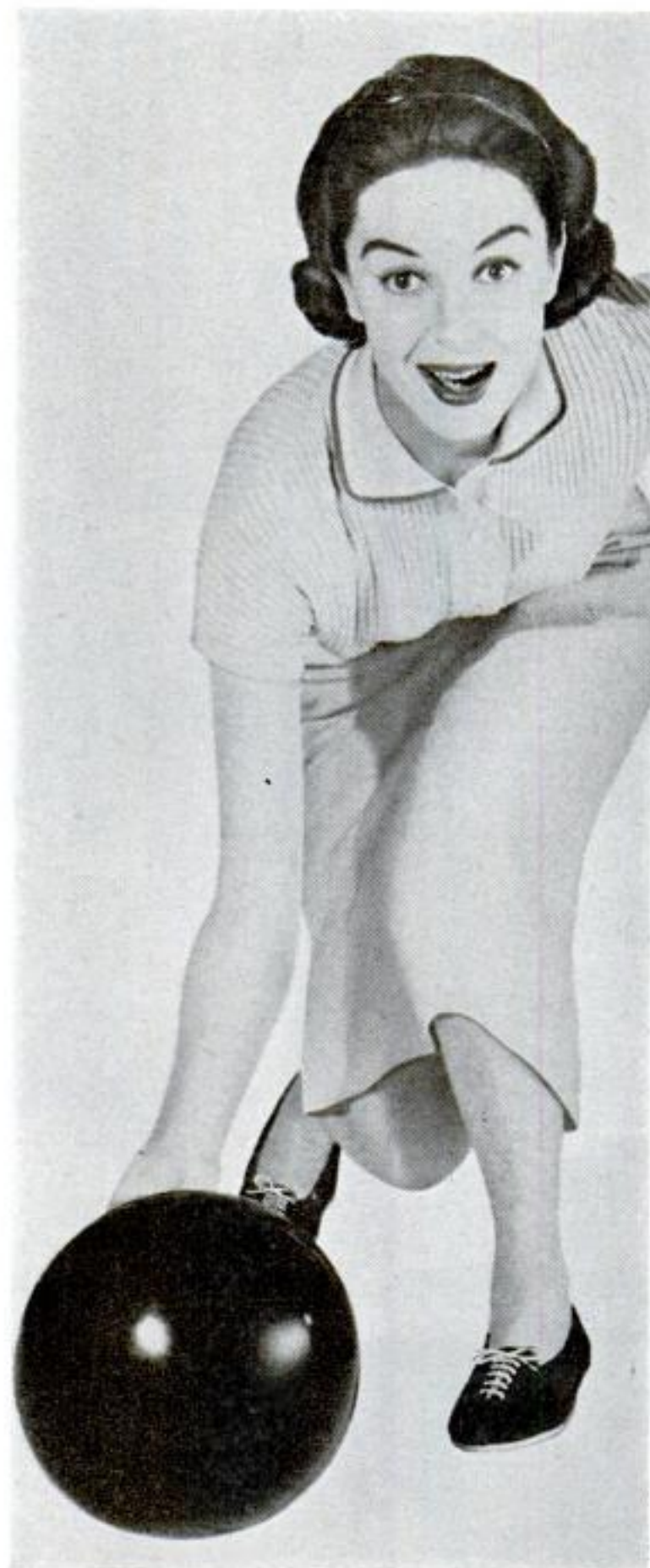


- 3 Less engine wear**—You'll save costly repairs! Old mis-firing plugs (left) dilute oil with raw gasoline. New full-firing Champions (right) burn the gasoline . . . protect oil from dilution. *When changing oil—be sure to check your spark plugs!*



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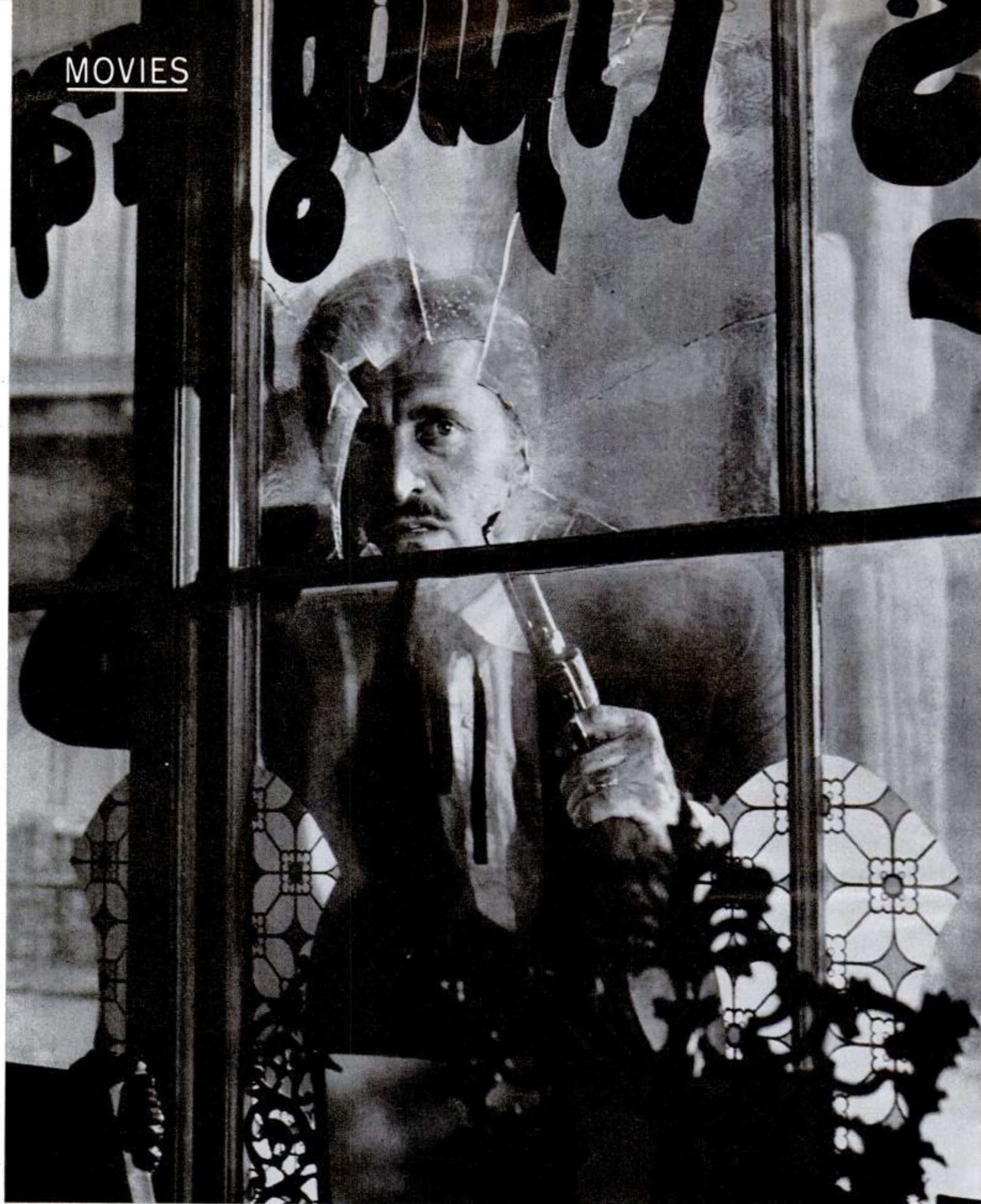


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MOVIES



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Cash in the O.K. Corral

Hardly had *Gunfight at the O.K. Corral*, Hal Wallis' movie of how Wyatt Earp and his gambler pal Doc Holliday wiped out the cattle-rustling Clanton gang, opened when it swept into first place in the national box-office ratings and was well on its way to making a great deal of money. Happily the headlines in movie trade papers cried: “Corral Terrif,” “Corral Whopping,” “Corral Socko.”

And no wonder! This western movie has everything. It has Burt Lancaster as the noble Earp and Kirk Douglas as the law-hating Holliday fighting the evil Clantons with guns, knives and fists, and fighting each other with nasty names. It has lonely riders against purple skies, long bars with mirrors over them so drinkers can see who is about to shoot them in the back. It has gay girls who lead mildly immoral lives but are true blue. It has sad and fateful music by Dimitri Tiomkin, strongly reminiscent of the sad and fateful music in *High Noon*, also by Dimitri Tiomkin. And it all leads to a soul-satisfying moment when guns roar in anger and justice triumphs.

DRILLING A CLANTON, Burt Lancaster as U.S. Marshal Wyatt Earp draws his gun against the wicked lawbreakers.





Moon exhibit courtesy of the Adler Planetarium, Chicago

When can we take a vacation to the Moon?

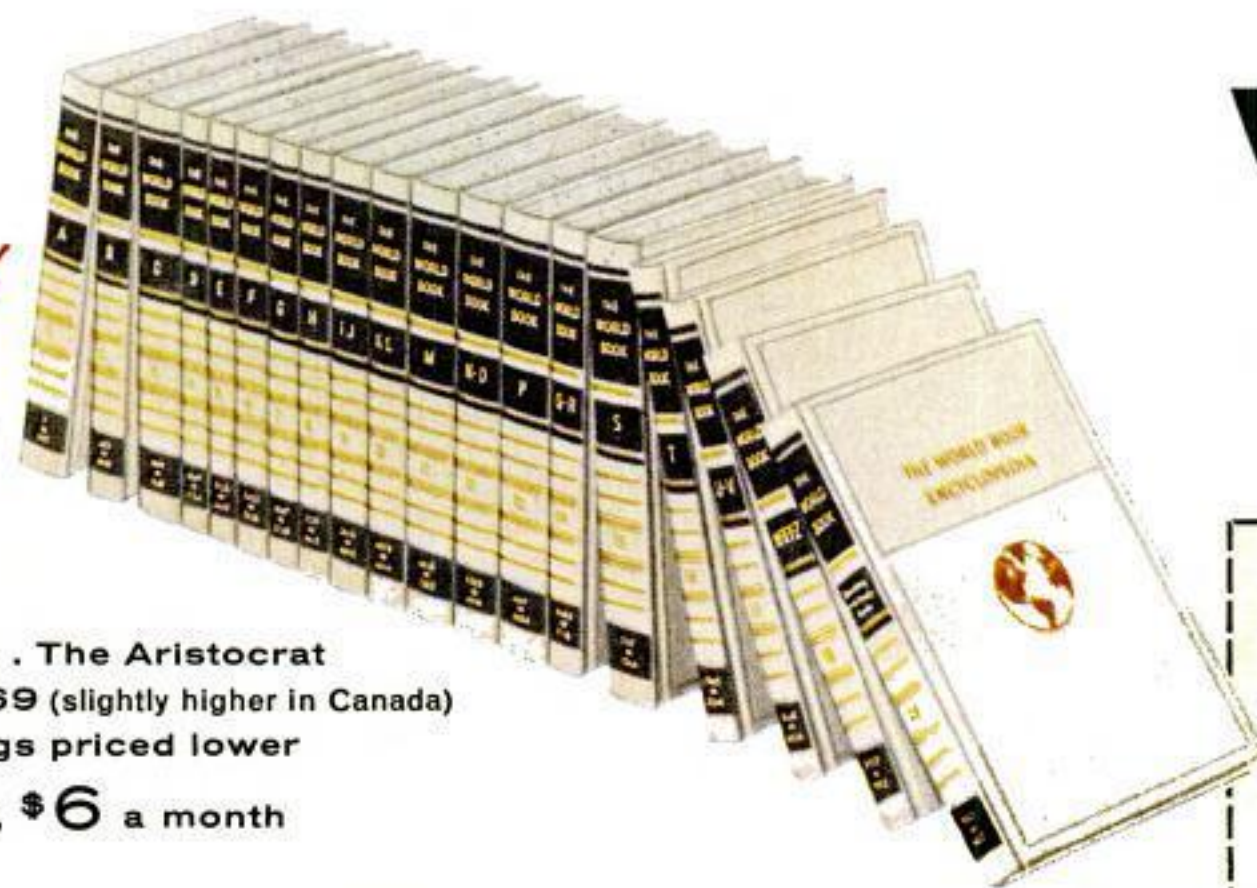
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LED BY THREE MUSICIANS, BETH ISRAEL LAYMEN CARRY TORAHS OUT OF SYNAGOGUE UNDER A VELVET CANOPY

Old Rite Unites Temples

Last week in Cambridge, Mass. there was a revival of a Judaistic ceremony so rare that few Jews have seen it. The merger of two Orthodox synagogues, Beth Israel and Anshe Sfard, was performed using the ancient rite centered around the Torahs, the sacred scrolls of the Law which is the heart of Judaism.

Beth Israel laymen paraded out of their synagogue (above) carrying their congregation's 13 Torahs. In the street they met another procession from Anshe

Sfard carrying their six Torahs. The two delegations then marched back into the Beth Israel synagogue for the solemn climax, the formal handing over of the Anshe Sfard Torahs. At this moment the spiritual embodiment of the synagogue was given away and Anshe Sfard ceased to exist as a separate congregation. Within the next few years the third synagogue in Cambridge is expected to merge with Beth Israel to form one strong community congregation.



GREETING THE DELEGATION from Beth Israel synagogue, officers of Anshe Sfard congregation stand outside in the street with their Torahs as the two cantors (right), accompanied by the Beth Israel musicians, sing psalms.

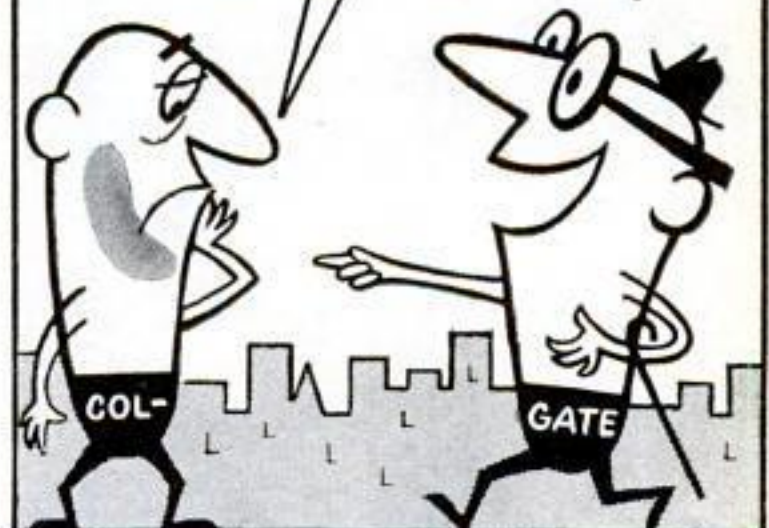


GIVING TORAH, William Duchin hands one of Anshe Sfard's sacred scrolls to Harry Bond of Beth Israel.

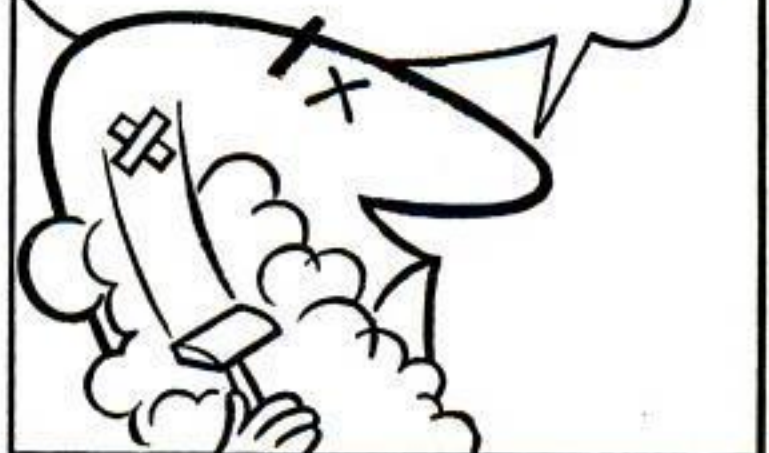
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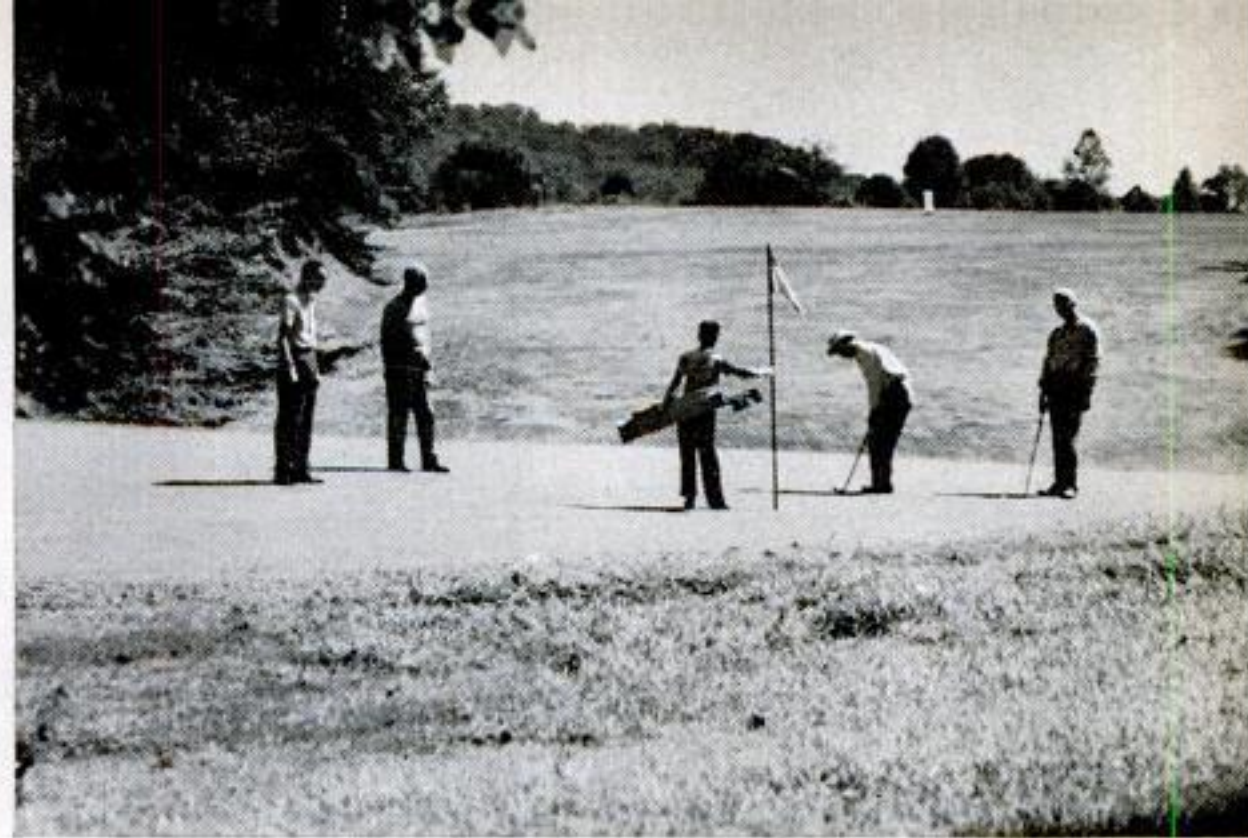
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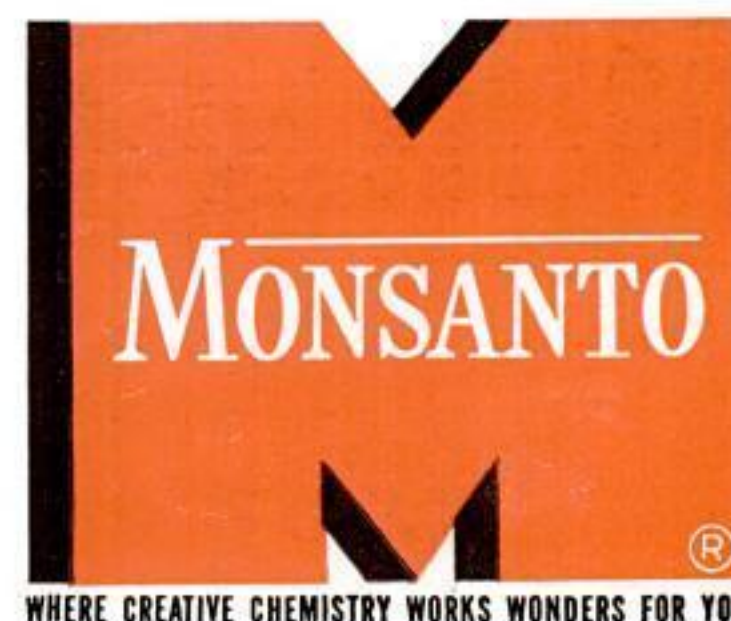
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GALLERY OF HOPEFUL NOBLES AWAIT CALLS TO CROWNS

WHILE eight European royal families still reign (LIFE, June 17), seven others whose royal arms appear above wait in the wings, hoping to regain their rights. The present heads of four prominent ex-ruling houses—the Italian, Yugoslav, Bulgarian and Romanian—actually once occupied thrones and enjoyed power. The three chief pretenders—those to the vacant or abolished thrones of Spain, Portugal and France—have been able only to dream of power. One question unites them all: what are their chances of getting back?

The man with the brightest prospects is Prince Juan Carlos de Bourbon (*opposite page*), 19, an aspirant to the throne of Spain. His grandfather, Alfonso XIII, left Spain in 1931 and died in exile. After Spanish Dictator Franco in 1947 had a law passed providing for eventual restoration of the monarchy, he began grooming Juan Carlos for the future royal role. A special staff was set up to supervise Juan Carlos' schooling. In 1955 he entered the Spanish military academy in Zaragoza and is slated to go on for short periods to the air and naval academies. Then he will study political science at the University of Madrid. Under the 1947 law, he cannot reign until he is 30.

Two factors still cloud Juan Carlos' horizon. First, many of Franco's followers are antimonarchists and if the dictator dies, they may repeal the 1947 law. The second problem is Juan Carlos' own father, Don Juan de Bourbon, pretender to the Spanish throne. Franco passed him over because he was furious at Don Juan's public declarations that Franco should step down. Don Juan agreed only reluctantly to Juan Carlos' training. He has never renounced his claim in favor of his son.

Next door in Portugal, the chances of the pretender, the Duke of Braganza, are more remote because the throne was abolished in 1910, much earlier than the Spanish. Also Braganza has no deep desire to rule. It is conceivable that when Portuguese

Dictator Salazar dies, the country might call on a king to keep order. Even so shadowy an eventuality seems out of the question for the French pretender, Henri, Count of Paris. The French monarchy was the first in Europe to go, with the abdication of Henri's great-great-grandfather Louis Philippe in 1848.

Only a decade or so separates Europe's four ex-kings from their thrones. The first to go was Peter of Yugoslavia. He had his brief moment of glory in 1941, when at 17 his regime repudiated the pro-Axis commitments of his uncle, the regent Prince Paul, and declared Yugoslavia neutral. Ten days later the Nazis invaded and Peter fled. In November 1945, before Peter could set foot in Yugoslavia again, his throne was abolished by Tito. Umberto II of Italy went next, when a June 1946 plebiscite declared Italy a republic. He had ruled exactly 35 days after his father, Victor Emmanuel III, abdicated. Third to go down was Simeon of Bulgaria, whom the Communists threw out in September 1946. He was only 9 at the time. Michael of Romania hung on the longest, even though 1945 browbeatings from the late Andrei Vishinsky had shown him the handwriting on the wall. He abdicated on Dec. 30, 1947 and escaped to the West.

Of the ex-kings Umberto would seem to be entitled to higher hopes than the others because the Italian monarchist parties manage to poll about 10% of the total vote in national elections. But these parties call themselves monarchist more to attract the conservative vote than because they are pushing a restoration.

The ex-kings whose realms have been taken over by Communists cannot entertain any early expectations. Even if their countries become free, the Reds have shorn them of a native aristocracy and the people will most likely be unwilling to recreate one. Whatever slim chances Peter, Simeon and Michael have rest on the outside possibility that the conservative peasantry and the clergy might favor restoration of the eastern kings.

Color photographs for LIFE

by NINA LEEN

MOST LIKELY TO SUCCEED in quest for a crown is Spain's → Prince Juan Carlos, here wearing his uniform from Spanish military academy where he has passed first examination with good marks.



Deposed Monarchs

A VARIETY OF VIEWS ON LIVING IN EXILE

The fallen kings of Europe have made peace with nonroyal life in varying ways. The best adjusted to it is Romania's Michael. He earns his living working for an American aviation company in Switzerland and he tells colleagues, "Just call me Mike." He learned informality the hard way. Once in California he royally signed "Michael" on a credit slip, and was brusquely told, "You put your cotton-picking last name on it too."

Italy's Umberto and Bulgaria's Simeon do maintain some royal front, but they also lead busy lives. The least resigned to his fate is Peter of Yugoslavia. "The only work I know how to do is a king's work," he complains. "Since my birth I was prepared for it. I want to be king and I am good for nothing but that."



SIMEON II, ex-king of Bulgaria, just turning 20, occupies Madrid villa with mother, Umberto's sister Giovanna. Simeon's sister, Marie Louise, 24, recently married. Devout, serious and fluent in seven languages, Simeon plans to enter a university. Fond of sports, he enjoys skiing, shooting and sailing.

PETER II, 33, the ex-monarch of Yugoslavia, and his wife, the Greek-born Alexandra, live modestly in Cannes. Poor, they are supported by Yugoslav refugees, have received some royalties from books they have written about their stormy life. Their son Alexander, 11, attends a fashionable Swiss school.



UMBERTO II, ex-king of Italy, is 52, lives in a 16-room villa in Cascais, Portugal where he collects books and *objets d'art* and gives parties. Two

daughters live with him. His oldest daughter, 22, is married. Son, Victor Emmanuel, 20, is in Switzerland with Umberto's wife, Belgian-born Marie José.





MICHAEL I, former ruler of Romania, is 35 and lives happily with his wife, Princess Anne of Bourbon-Parma, and three daughters, (from left) Helen, 6, Irene, 4, and Margaret, 8, near Geneva, Switzerland. The couple met at wedding

of Britain's Elizabeth and Philip and were married seven months later. Michael, long a good pilot, trained in American planes in California and is now hard-working European representative of Lear Inc., U.S. aviation instrument company.

CONTINUED



IN THE SHADOW OF POWER, Portuguese pretender, Dom Duarte Nuño, Duke of Braganza, 49, and his wife, Princess Maria Francisca, stand before the ancient castle of Guimarães, the home of Portugal's first king. They and their

three young sons live in the country near Porto where the duke manages his own farm. Born in the exile to which his branch of the Braganzas was banished in 1834, the duke was officially allowed to return to Portugal in 1950.



FRENCH PRETENDER, Henri, Count of Paris, 48, this year escorted 20-year-old daughter Hélène, one of his 11 children, to her wedding. Family lives on handsome estate not far from Paris.

Three Nobles with Dreams

The reluctant pretender, Portugal's Duke of Braganza (*left*) keeps the trappings of possible glory handy, but he is quite content to keep on cultivating his farm. His French and Spanish opposite numbers, on the other hand, have meticulously prepared themselves for responsibility, showing an astonishing political perseverance.

Until it was repealed in 1950, a French law banned all pretenders to the throne from French soil. In exile, the Count of Paris studied political science at Belgian universities. In 1940 he joined the French Foreign Legion and fought for his country as a simple soldier. Briefly, he thought the Vichy regime might call him in as king, but then grew disgusted at its collaboration with the Nazis. After settling in France in 1950, he opened a Paris office where he talks politics 10 hours a day. In the readable monthly bulletin that he publishes he suggests to 50,000 Frenchmen that they can't go wrong if they listen to him. The Count of Paris declares, "I am trying to reconcile monarchy and democracy."

The Spanish pretender Don Juan served in the British navy and studied engineering abroad. He tried to come home to fight on Franco's side in the Spanish civil war, but Franco threw him out. In manifestos to the Spanish people, he has pleaded his case—and incensed Franco. But day after day, he writes the letters and receives the callers that nourish his thoughts of sitting on a throne.



SPANISH PRETENDER, father of Prince Juan Carlos whom Franco is grooming for throne, Don Juan de Bourbon is the son of

Spain's late Alfonso XIII. He lives in Estoril, Portugal with wife, one of his daughters and retinue which keeps Spanish court etiquette.

CONTINUED



PRINCESSES CHARMING, Maria Beatrice, 14, and Maria Gabriella, 17, the daughters of Umberto, are very popular with townspeople of Cascais, where they live, because they mix democratically and graciously among the Portuguese.

GRANDE DAME of retired European royalty is ex-Queen Victoria Eugenia, → widow of Spain's Alfonso XIII. Living in Switzerland, she here wears diamond and emerald necklace that belonged to her godmother, French Empress Eugénie.



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EX-KING'S CHRISTENING, Peter II's in 1923 united in Belgrade (from left) father King Alexander, Romania's Princess Elizabeth, Queen Marie (holding Peter), King Ferdinand and the future Queen Elizabeth and George VI.

Poverty, Wealth Self-Support

WHILE waiting and working for royal dignity, the ex-kings and pretenders share the conventional problem of all commoners: on what to live. And the noble outcasts' solutions run the gamut from charity through work to inheritances of varying sizes.

The poorest ex-king is Peter of Yugoslavia, who has more than once suffered the indignity of being evicted from hotels or having his clothes confiscated by the management when he could not pay his hotel bills. Tito seized Peter's entire holdings in Yugoslavia and the young ex-king quickly ran through some \$265,000 left him by his father. He spent it on vain efforts to regain his throne, on excessively generous gifts to fellow exiles and on two unsound business ventures—a plastics factory and a navigation company—in the U.S. Bankrupt by 1948, Peter sold his own jewelry and some of his wife Alexandra's. Later on the less expensive baubles he gave Alexandra as a consolation had to be sold too. Peter has never stuck to a job and his family is dependent on gifts from Yugoslav refugees.

Michael of Romania, who also had all his family holdings confiscated by the Communists, takes a radically different approach to the problem. "You cannot live on being an ex-king," he says. "I have a wife and three children to look after." His American aircraft company job in Switzerland pays him about \$12,000 a year, offers good prospects for advancement and enables him to rent a pleasant villa on the shores of Lake Geneva. The job also gives Michael great satisfaction. As he gives customers lessons in the use of the complicated aviation instruments that his firm makes, Michael says, "This is the life I want."



FLIER EX-KING Michael instructs European pilots in the use of U.S. instruments.

Simeon of Bulgaria has about the same annual income (\$12,000) as Michael but he does not have to lift a finger for it. Two years ago he came into his share of the estate left by his maternal grandfather, King Victor Emmanuel of Italy, who had sizable investments in British railroads, mines and shipping. The estate was blocked during the war and not released until 1955. The income from his inheritance enables Simeon and his mother to live agreeably in Madrid, to keep six servants and to entertain quite well. It also enables Simeon to drive about in a cream-colored Mercedes roadster.

CONTINUED

WHY SUFFER LIKE THIS?



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SEBB® SHAMPOO

brings you the joy of hygienically clean hair and scalp

Maybe you and your husband don't wash your hair in a bowl; or maybe you do. But, however you shampoo, your hair never felt so clean as it will now... with sparkling, new liquid Sebb Shampoo that smells like bottled sunshine.

Sebb Shampoo gently washes dandruff and itching scalp out of your life. Regular use frees you of dandruff problems.

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Family-size unbreakable bottle \$1.25

For severe dandruff and itching scalp Max Factor also recommends use of Sebb amazing scientific formula between shampoos. Results guaranteed, if used regularly, or money back. 8-oz. bottle \$1.50



GLITTERING WEDDING was staged by Umberto (center) for his daughter Maria Pia (back to camera) and Alexander of Yugoslavia (left), a cousin of former King Peter. The bridal couple here greets a titled guest at the reception.

Royal Claimants **CONTINUED**

Umberto of Italy, who got a share of Victor Emmanuel's estate presumably larger than Simeon's, also benefits from his father's \$2.8 million insurance policy. It is further believed that some wealthy Italian monarchists contribute to his upkeep. Umberto can thus afford a 16-room villa in Cascais, Portugal which has a superb view of the Atlantic. The house is crammed with the precious historical books and *objets d'art* that Umberto avidly collects. He loves to entertain, wears tip-top London clothes and travels widely, always in luxury. When his daughter Maria Pia was married to a Yugoslav prince (LIFE, March 14, 1955) Umberto footed the bill for festivities that were on a truly royal scale.

Umberto seems to be the richest of the ex-kings except, possibly, for the amazing ex-King Zog I of Albania, who today lives in Cannes. The 61-year-old Zog was born the son of a Moslem tribal chief. After World War I he became successively boss of the Albanian army, prime minister and president. In 1928 he proclaimed himself King Zog I, and in 1938 he married the handsome half-American, half-Hungarian Countess Geraldine Ap-ponyi. After protracted collaboration with Mussolini, Zog broke with him in 1939 and promptly found his tiny country invaded and his crown gone. After World War II the Communists took his country over.

One story has it that when Zog and his family fled from Mussolini's invasion he took the Albanian state treasure of \$60 million in gold coins and bars along with him. He made his way to Egypt, where he gained the favor of Farouk. With Farouk's permission, Zog set himself up in the import-export business and apparently prospered handsomely. When Nasser took over, it is said, Zog was dunned for back customs charges and was eventually allowed to buy his way out of Egypt for \$25 million, which roughly equaled his Egyptian business profits. Nasser did leave Zog his reputed original stake.

Certainly Zog and his retinue—Queen Geraldine, 41, their son Alexander, 18, two of Zog's sisters and a bevy of bodyguards—live very well. But so many Albanian tales tend to the mythical that it is hard to say precisely whether Zog, whose name means "the bird," is financially plumed or plucked.

It is certain that the poorest of the pretenders is the Portuguese Duke of Braganza. His small farm has been put at his disposal by a



ZOG I of Albania wore a native costume for his portrait made while still king in 1935.

CONTINUED

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Keeps cubes frozen harder and longer! More efficiently insulated with FIBERGLAS and unbreakable, too. Lifetime beauty assured by oven-baked enamel in Sunset Glo or Polar Grey.



Therm-A-Chests

You can keep more food and liquids cold for hours in these fully FIBERGLAS-insulated Therm-A-Chests. Yet they're lightweight and easy to carry with convenient handles. Built to last and last.



Knapp-Monarch Therm-A-Jugs and Therm-A-Chests are the only ones to receive two national awards... Sportsman's Club of America and Fisherman's Hall of Fame awards for "product excellence in design, craftsmanship, and utility."

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BEDTIME AT THE BRAGANZAS finds the duke in living room of Coimbrões home playing pat-a-cake with Henri, 7, duchess chatting with Miguel, 10. Duarte Pio, 12, can stay up for another hour, spends it reading comics.

Royal Claimants CONTINUED

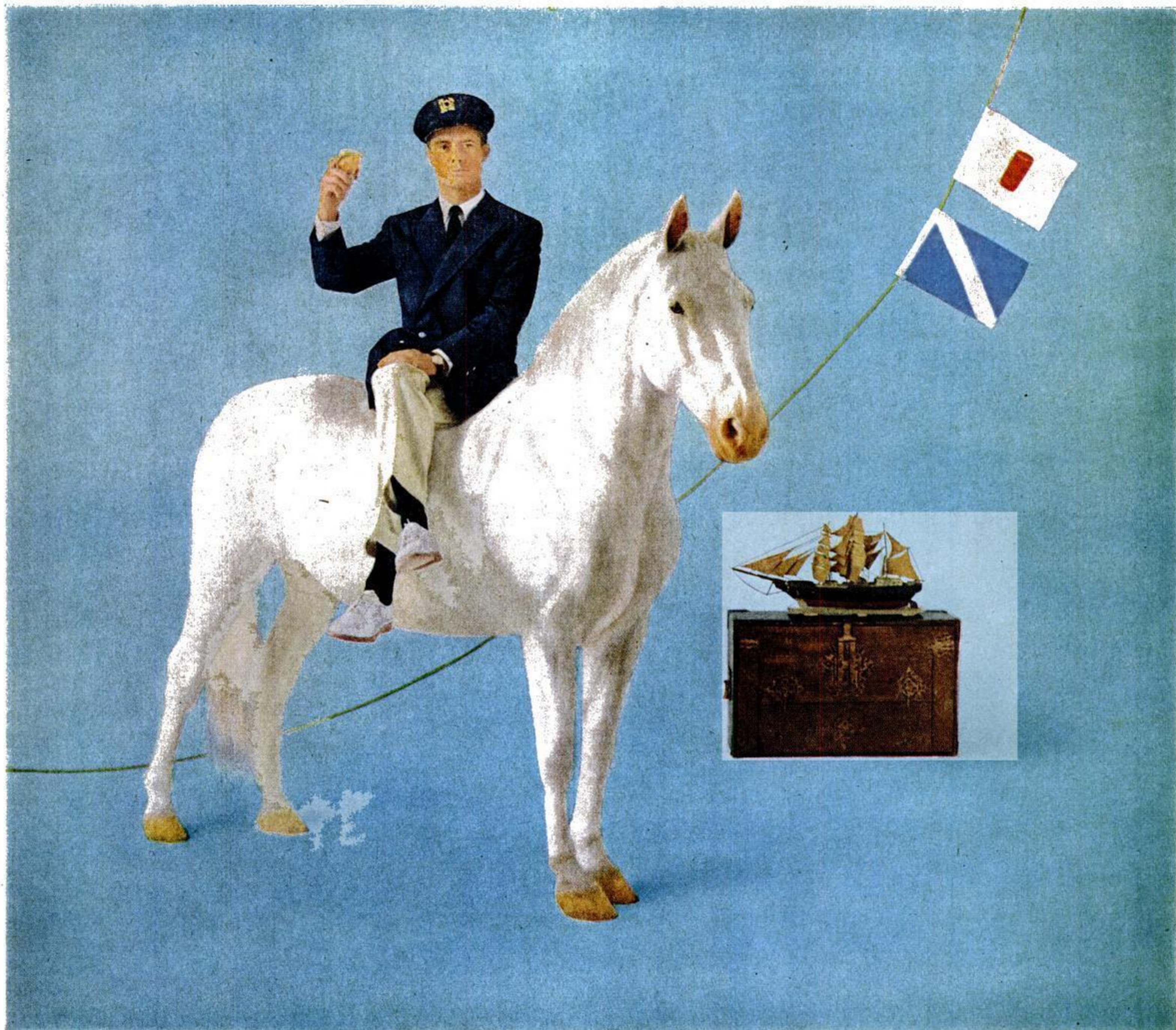
wealthy monarchist widow, and contributions from other Portuguese monarchists keep it going. The duke comes from the autocratic Braganza line that lost the throne to the liberal Braganza line in 1834, long before the Portuguese monarchy was abolished, and the liberals took the family money. The late Queen Amelia of Portugal left her Lisbon properties to the duke's eldest son, but the estate has been tied up in a lawsuit over inheritance taxes and the duke has not been able to touch any of its income.

Don Juan de Bourbon is better off. The Spanish government pays him nothing from the royal properties, although they are still regarded as belonging to the crown. However, his father, Alfonso XIII, had appreciable holdings in Switzerland, England and the U.S. A friend of the late Alfonso says that he left "the fortune of a 'big bourgeois' of Paris"—which may mean capital enough to yield \$35,000 a year. Don Juan divides this inheritance with his mother, Queen Victoria, a brother and two sisters. There is enough money for Don Juan to rent a 23-room house, to ride, shoot and sail. But he does his sailing on a yacht lent to him by a friend of his father.

The wealthiest of the pretenders by far is the Count of Paris. His fortune comes chiefly from the Orléans family, whose princes have always been among the wealthiest in France. He owns land in Normandy and the Midi, real estate around Paris, interests in Lyons silk manufacture, a cork forest in Portugal and sizable holdings in Morocco. He has also increased his patrimony by judicious investments. The Count of Paris thus has no trouble financing his extensive political activity or providing an aristocratic upbringing for his 11 children. When his 22-year-old daughter, Princess Hélène, was married this year, he gave her a dowry reported to be \$125,000. When the count's eldest son, also named Henri, is married he is expected to receive an even more substantial wedding gift in both cash and real estate.

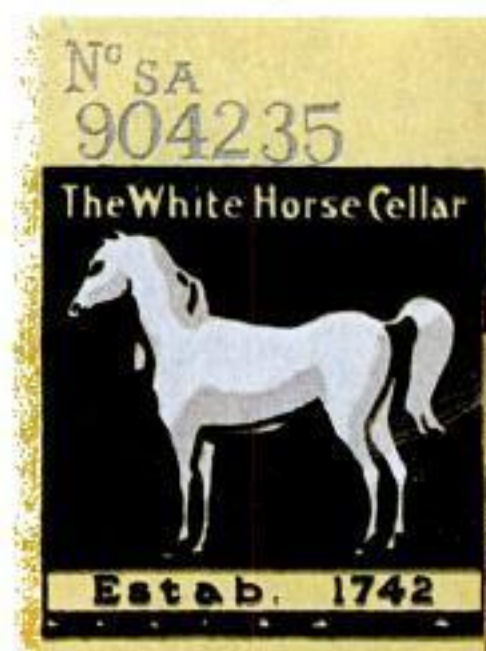


SPANISH STAFF LINEUP outside Don Juan's Estoril villa brings out valet Luis Alvarez Zapata (left), who has served family 47 years, and eight other servants. On the balcony are Don Juan, wife and daughter Dona Pilar, 19.



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cocktails are being served,
some will prefer Scotch—
White Horse, of course.*



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General Electric Thinline Air Conditioner has no unsightly overhang—inside or out

No matter what kind of windows, wiring, color scheme or budget you have,
you can have the cool comfort of a modern General Electric Thinline



NEW 1-HORSEPOWER DE LUXE THINLINE works on 115 volts, packs a big 9,000 BTU* capacity. It's one of the most powerful air conditioners of its kind you can buy. Another *Thinline* model ($\frac{3}{4}$ hp, 7.5 amperes) has a cooling capacity of 6600 BTU's.*

HERE's why the ideal air conditioner for your home is the General Electric *Thinline*:

It fits anywhere. Takes up $\frac{1}{3}$ less space than previous, old-style models—so it fits almost any kind of window, even a casement. So *thin* (only 16½ inches) that you can have it flush with the inside wall, with no unsightly overhang outside. You can even have the *Thinline* installed *through* the wall.

It fits any wiring. Some *Thinlines* work on so little current that there's one to fit the electrical service you already have. So just about any home can have a General Electric *Thinline* without costly rewiring. Besides, you get all the big cooling benefits of high BTU* capacities. And General Electric's High Power Factor assures you of getting the most cooling out of the electricity you use.

It fits any color scheme. The new Accent-on-Color Plan blends your Custom *Thinline* with your home's décor. You choose from 6 cheerful spray-on colors.

It fits any budget. Both the Custom *Thinline* and the even lower-priced De luxe model are temptingly priced. So *now* there's really no reason to do without cool comfort. Whatever you pay, you get *Thinline* design, high cooling capacity, General Electric dependability. General Electric *Thinlines* come in $\frac{1}{2}$, $\frac{3}{4}$, 1 and 1½-horsepower models, range from 5500 BTU's* to 13,350 BTU's* in cooling capacity. All in compact, attractive cabinets.

Your General Electric dealer will gladly demonstrate *Thinline* advantages for you. He's listed in the Yellow Pages. General Electric Company, Room Air Conditioner Department, Appliance Park, Louisville 1, Kentucky.

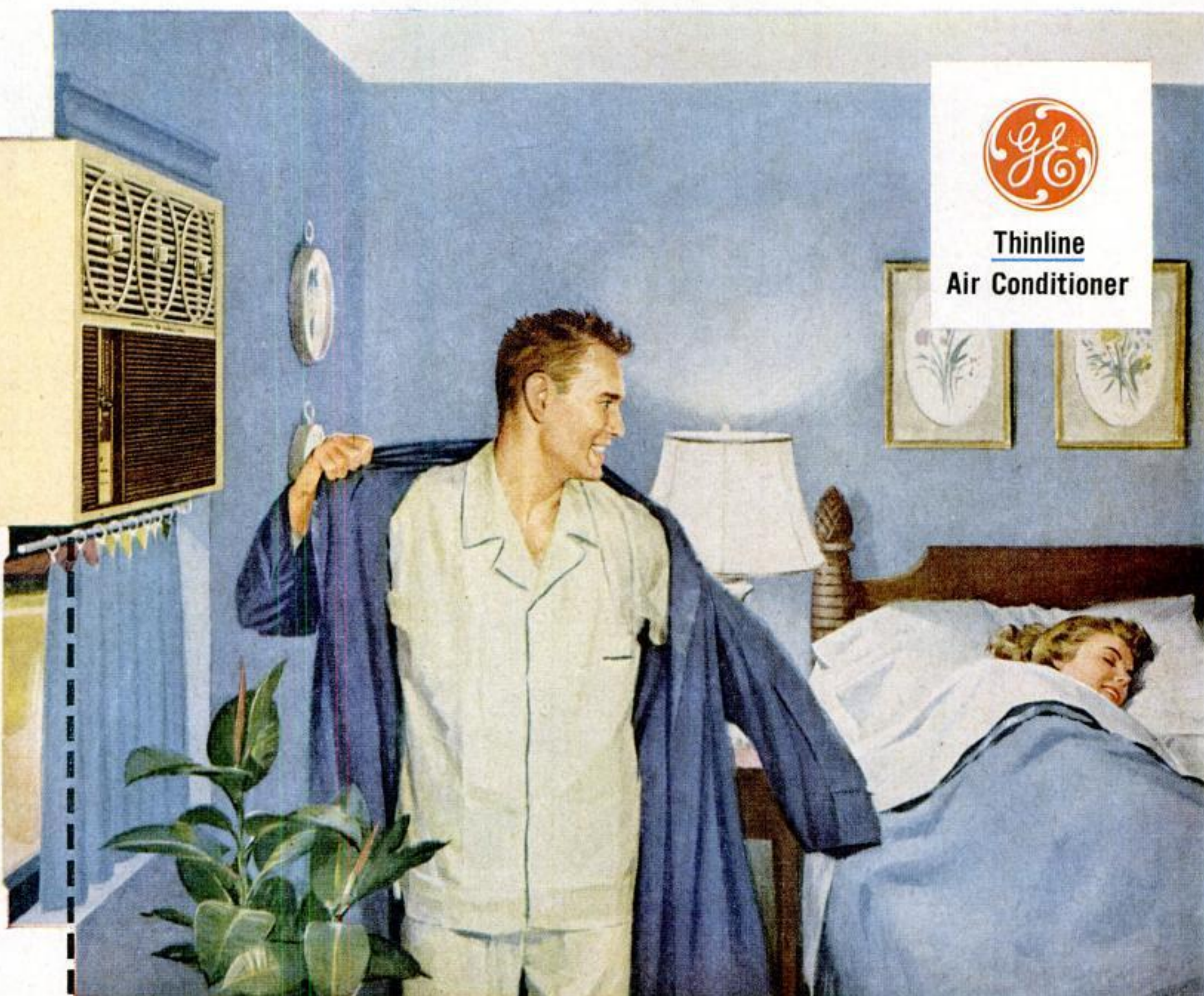
Electronic filter (available at extra cost) for hay fever, asthma victims. Removes virtually 100% of dust and pollen particles from the air passing through it, not just the 98% of the normal filter. And it's *permanent*. You can clean it in just a few seconds—by replacing the filter insert—for just a few cents per cleaning. Other features include Jet Air Freshener, automatic thermostat controls.

*Cooling capacities are tested and rated in compliance with ARI (Air Conditioning and Refrigeration Institute) Standard 110-56 and are stated in BTU's (British Thermal Units).

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GENERAL  ELECTRIC

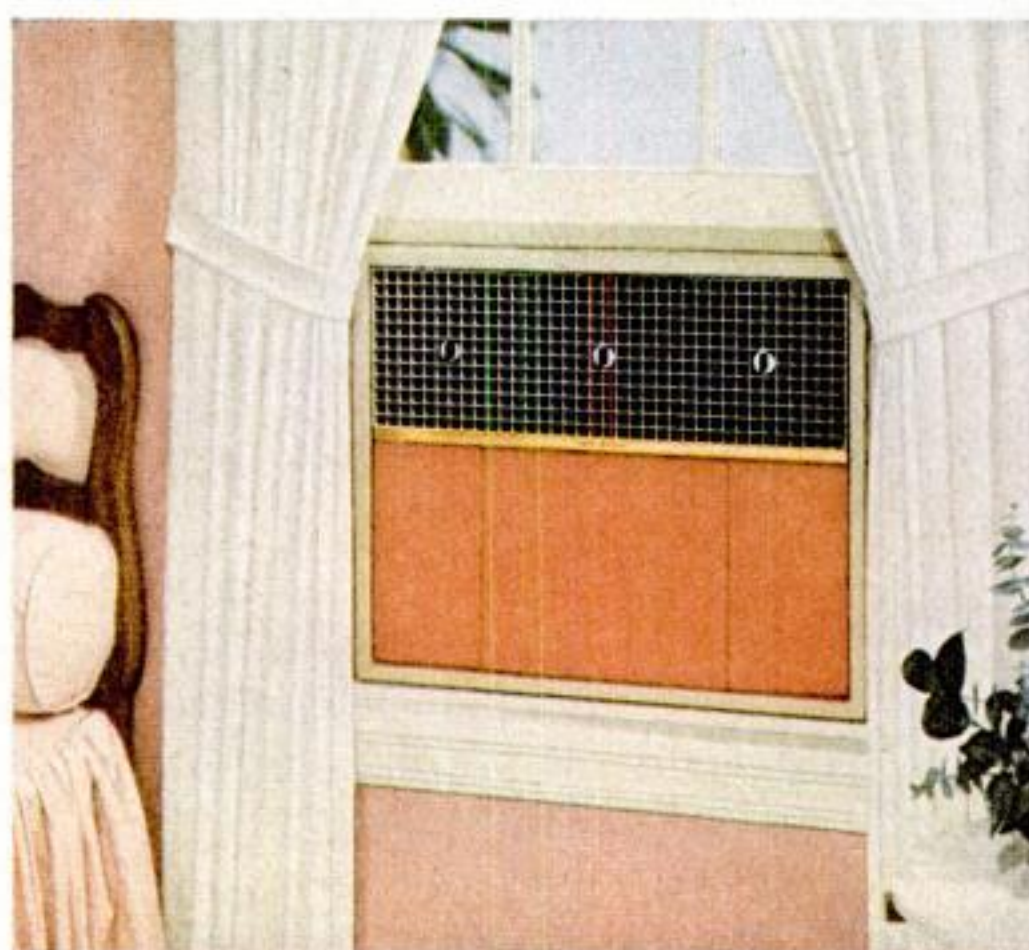




**Thinline
Air Conditioner**

Only 16½ inches thin — takes up ⅓ less space, fits almost anywhere

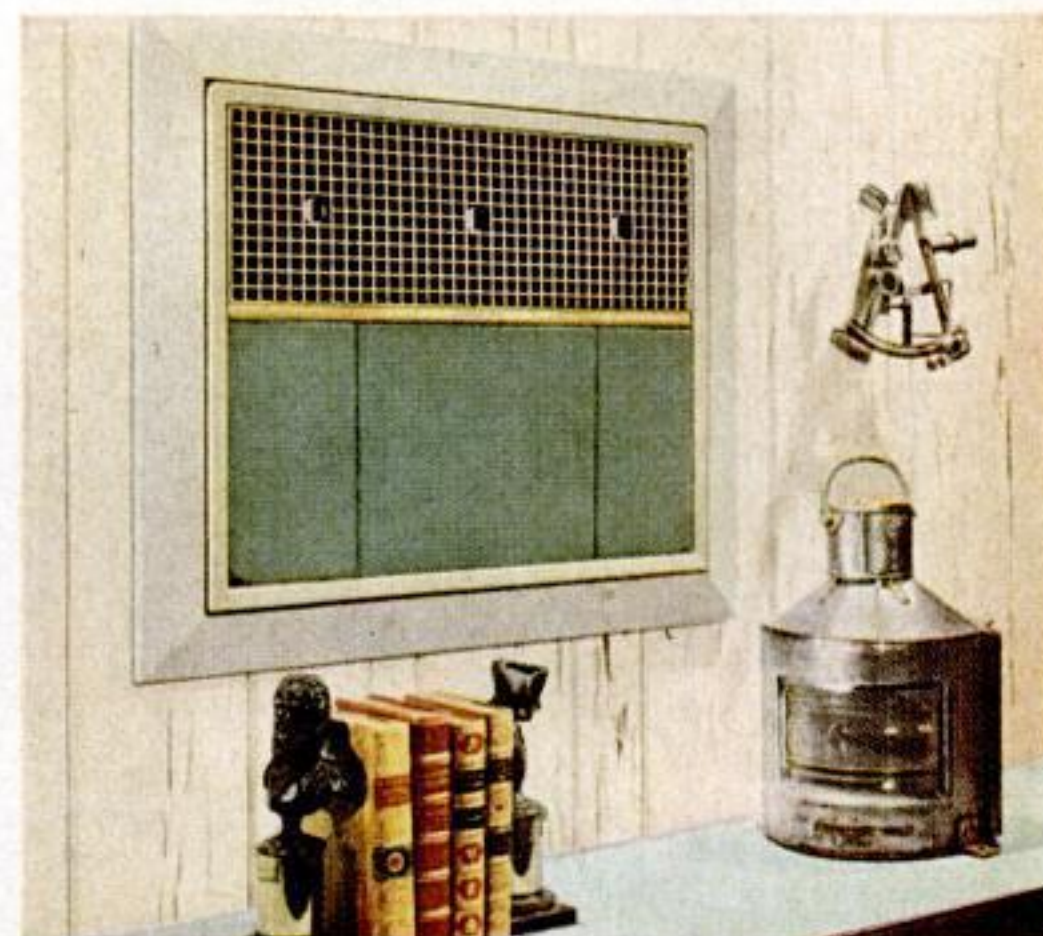
There are two
General Electric Thinline
styles—Custom and De luxe.
Both fit almost anywhere
with no unsightly overhang.
And Custom models
(shown here) give you a
choice of colors...



THINLINE FITS UPPER...

OR LOWER HALF...

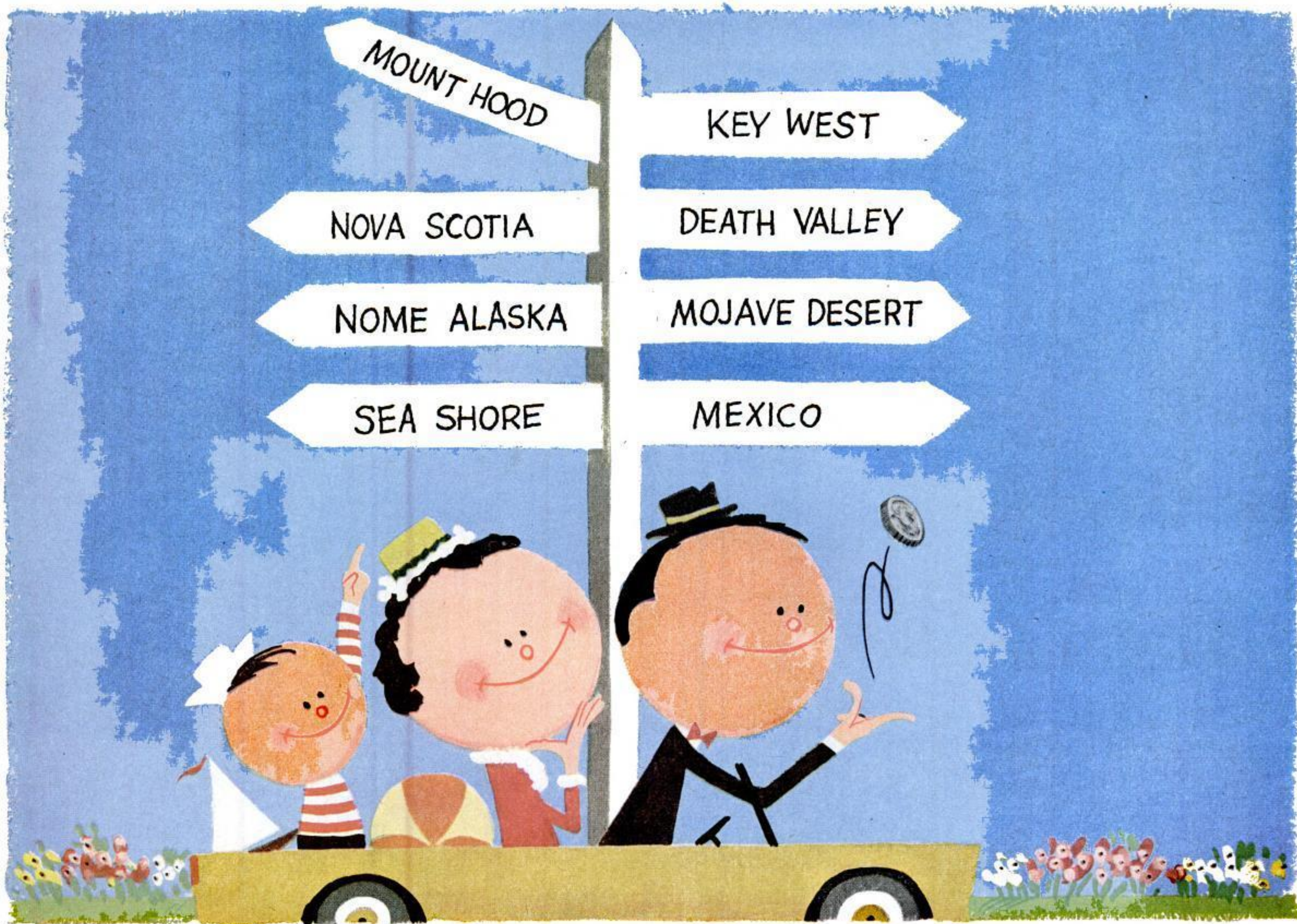
FITS CASEMENT WINDOWS



CAN GO ALL INSIDE...

OR ALL OUTSIDE...

OR RIGHT THROUGH THE WALL



THESE ARE **READY FOR ANYTHINGS**

Come what may or go where they will, they know their car is ready.

They've already had their car put in trip-top shape.

Yessir! All points lead to a *carefree* vacation for the folks, above. And here's why. *Before* starting out—they took their car in for a Summer Travelize Check-up at the new FoMoCo sign.

Wise move? Was it ever! They found that they needed new shock absorbers to make their Ford road-ready. Before you could say "Genuine Ford Parts," a set of Genuine Ford shock absorbers was installed . . . the shock absorbers with the "built-in bump measurer." Like *all* Genuine Ford Parts, they're made right to fit right and last longer in any Ford.

Have your Ford serviced regularly at Ford Dealers and selected independent garages where you see the FoMoCo sign.

Have your Ford travelized now



Safeguard your Ford where you see this ^{new} sign



FOR THEATER with her husband Rita wears one-piece draped dress in chiffon (Martier-Raymond).

Maternity in the mode

When Rita Gam, wife of Publisher Thomas Guinzburg, became pregnant, she decided she needed a specially designed maternity wardrobe. In doing so, she was voicing a demand on the part of America's four million expectant mothers for prettier, more varied styles than the standard butcher-boy uniform. Their feelings were indicated recently when a talcum powder firm put on a show of high-style maternity fashions and was amazed to have 3,000 pregnant women crowd into the hall.

What they want and are now getting is represented in the three outfits worn here by Mrs. Guinzburg. The colors are offbeat pastels, pleasantly bright. The necessary fullness is handled in many ways, from the flaring tunic at right to the gathered overblouses (*above and below*) which are turned under at the hemline.



← **FOR SHOPPING** she wears bright red cotton with loose top gathered below the hem (Ma Mère, \$40).



FOR CHARITY BALL Mrs. Guinzburg wears her high-waisted tunic, slim skirt (Martier-Raymond).



"BATTENING" DOWN THE HATCH of a GM-made Army vehicle, two drivers use custom-made synthetic cover made by Ratsey & Lapthorn to protect vehicle's interior from weather.



ALL SEWED UP are these gun motor carriage covers being sewn by Martha Shields at Ratsey & Lapthorn. Company bought one of first sewing machines ever made many years ago.



MAKING A RATTAIL—end of rope that runs along foot and luff of sail — Master Sailmaker James Tripaldi uses centuries-old tools with strange names like fid, palm, heaver, pricker.

How the sailmaker who helped Nelson at Trafalgar helps General Motors

YOU'D never think of the ancient art of sailmaking in connection with modern business. Nor, for that matter, would you think there could be a connection between British Admiral Nelson's victory at Trafalgar in 1805 and a production line turning out modern Army tanks.

But Ernest Ratsey will tell you there is a connection—and a direct one.

For he is president of Ratsey & Lapthorn in City Island, New York, sailmakers since 1790. He's the great-great-grandson of George R. Ratsey—the man who, in England, founded the company that made the fore-topsail for Admiral Nelson's flagship *Victory*.

From Windjammers to Modern Tanks

RATSEY & LAPTHORN have only 115 employees, yet they're the biggest sailmakers in the country—perhaps in the world. And—as General Motors' Cadillac Division was glad to learn about six years ago—they can also design, develop and produce custom covers for Army tanks.

At that time Cadillac was tooling up the Army's new Cleveland tank plant—having a tough time finding a company to supply

tight-fitting covers for tank guns and turrets.

But Ratsey & Lapthorn heard of Cadillac's new plant, reasoned they'd be looking for canvas covers. So Colin E. Ratsey—Ernest's son and the sixth-generation Ratsey in the business—called on Cadillac. Told about the special covers his company made for GM Divisions like AC Spark Plug, GMC Truck & Coach, Delco Appliance—and 17 other companies—during World War II.

Cadillac was interested. Told Colin to take a look at the cover problem. He flew to New York that night. Flew back to Cleveland next morning with one of the firm's master sailmakers.

New Orders from Old Skills

SAILMAKER Fred Bahr jumped aboard a tank, rode it down the production line, made his measurements on the way. Flew back to New York with Colin. In 12 hours, they were back in Cleveland with a sample cover. Perfect fit.

Colin got a contract, Cadillac got its covers. And Cadillac has been getting

covers—without a single reject—from Ratsey & Lapthorn ever since.

Not only covers—cover designs, too. For when Ratsey & Lapthorn turn out a cover design, the cover is sure to fit—perhaps because they know their canvas and synthetic fabrics as a skilled potter knows his clay, or a silversmith his metal.

Steady Sailing for a Small Business

WIDE recognition of their designing skill is nothing new to the old sailmaking firm, it's traditional. In fact, in 1832 the British Board of Admiralty ordered that sails for Britain's men-of-war "shall in future be cut in a similar manner as sails made by George R. Ratsey of Cowes."

Today, gun motor carriage cover orders from Cadillac, orders from other firms and Government Arsenals, help Ratsey & Lapthorn keep their old sail loft humming year round—even in winter when most sailors forget the sea and sails. But canvas is a thing of the past for sails and gun motor carriage covers. A few years ago, the company switched to the new synthetic fabrics

GENERAL MOTORS—*Good people to work for—Good people to deal with*



BOUND FOR THE BOUNDING MAIN are Mariner Girl Scouts who have been given four suits of sails by Ratsey & Lapthorn. Boat is a Blue Jay designed by Sparkman & Stephens, built by McKean Boat Co. It is the thousandth boat of its class built in this country.



FAMILY TRADITION of sailmaking is carried on by Colin E. Ratsey (left), firm's treasurer and great-great-great-grandson of founder George R. Ratsey (portrait). Colin's father, Ernest Ratsey, is firm's president and his cousin, Terence Hanna (right), production manager.

for sails—vinyl-coated synthetics for combat vehicle covers.

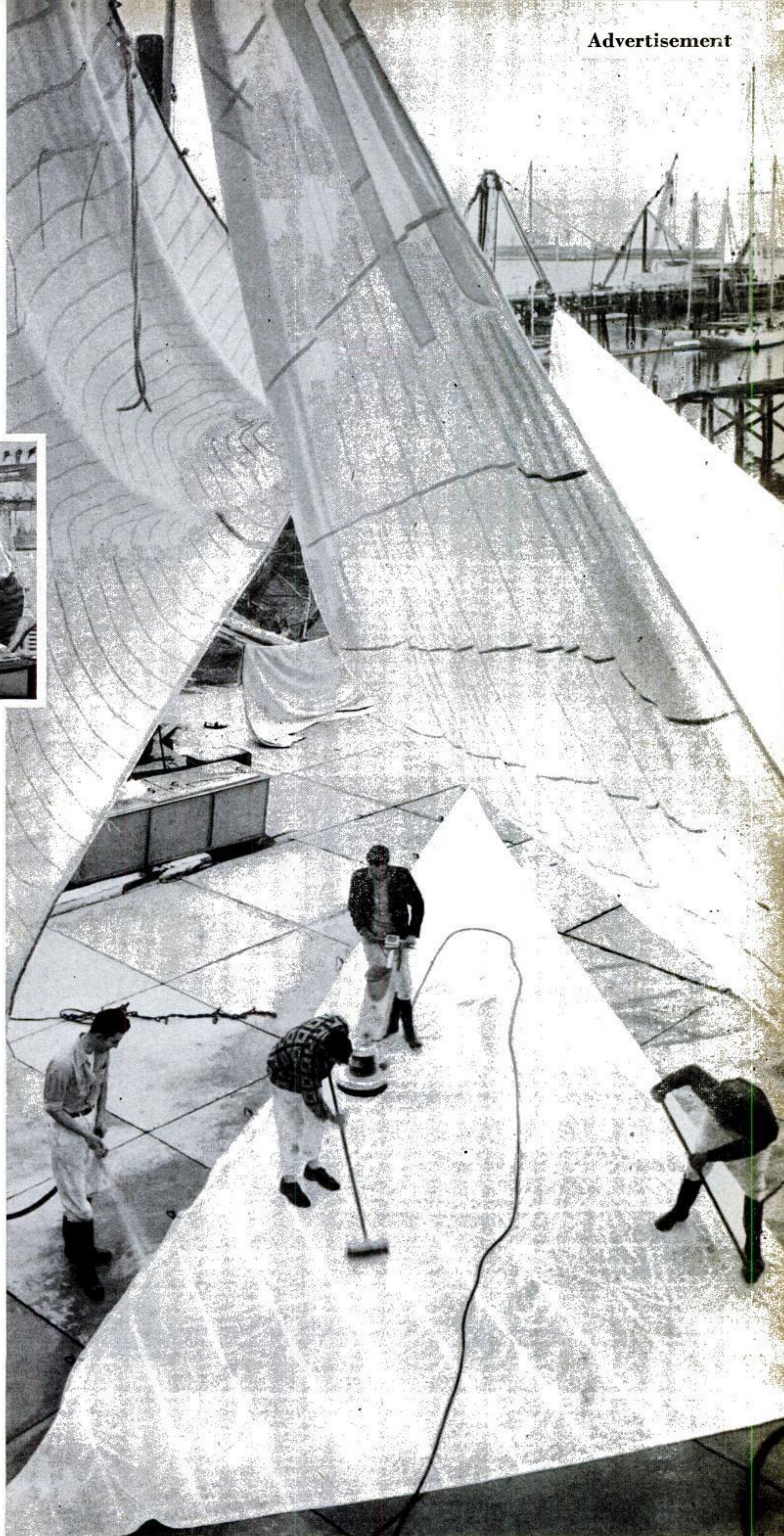
This new business has meant steady jobs for the skilled sailmakers—and their apprentices—12 months a year. And, because most of the workers in the sail loft live nearby, it's meant greater prosperity for City Island merchants, too.

What has happened in City Island, New York, is typical of what has happened in hundreds of towns and cities all over the United States. New business has flowed into these communities—and as a result, these communities in every state in the Union share in General Motors' success.

How much they share is shown by the fact that outside suppliers of materials and services receive, in total, close to 50¢ of every dollar GM takes in from the sale of its products.

Small Business and General Motors: *A Continuing Quest for Productive Competence*

Most of the 26,000 business firms supplying General Motors with goods and services are small businesses with less than 500 employees. Of these small businesses, 39% are relatively new GM suppliers—having worked with GM 5 years or less.



SAIL HO! Every Spring day is washday at Ratsey & Lapthorn, 167-year-old sail-making firm that's also turned its talents to making tank covers for General Motors.



Make it a breeze-cool summer!

Panties of Spun-lo rayon fabric fit like a cool, balmy breeze around you! They keep you in airy comfort through the hottest, most humid summer day, nature's way. Spun-lo

is naturally absorbent and porous. It lets the air in, never feels clammy, won't cling to your skin. All your favorite pantie styles, priced only about 69c at fine stores everywhere.

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DANCER'S DREAM of the days when she was a prostitute is ballet for Gwen Verdon, who plays Anna Christie in *New Girl in Town*. Scene, not in the original play, is an addition of musical adapters.



BIG RUN FOR O'NEILL PLAYS

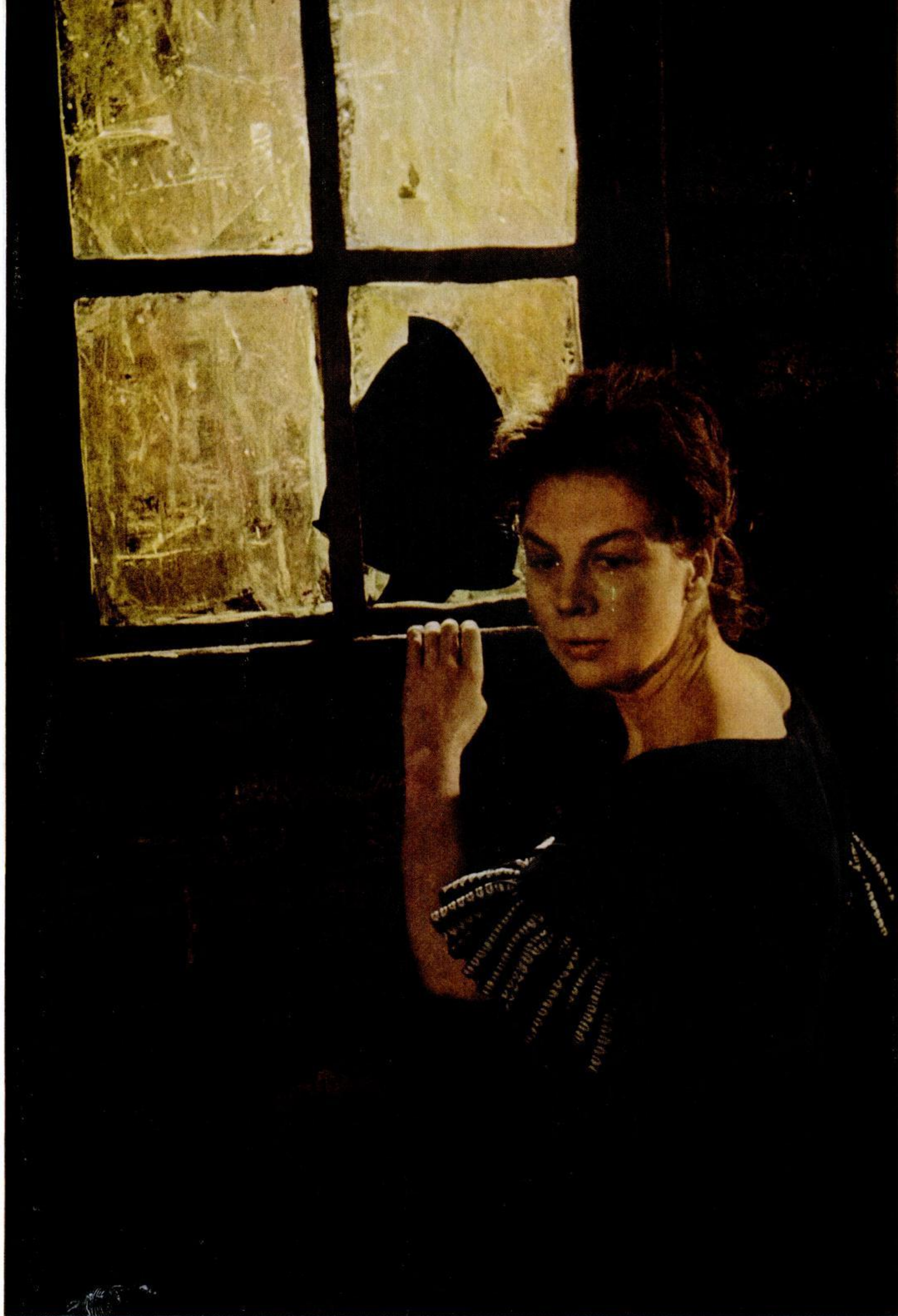
The late dramatist has his busiest season on Broadway and off—and even with music

Even the swinging hips of Broadway's flashiest dancer are doing their part to mark this theater season as the late Eugene O'Neill's biggest. When Gwen Verdon (*above*) turned up as the reformed trollop in *New Girl in Town*, a musical adaptation of O'Neill's salty drama, *Anna Christie*, there were already three of the playwright's works on the New York stage. On Broadway were his *Moon for the Misbegotten*, which started its run last month, and this year's Pulitzer prizewinner, *The Long Day's*

Journey into Night (LIFE, Nov. 19, 1956), which will go to the International Drama Festival in Paris soon but will reopen in New York in August. *The Iceman Cometh* was continuing an off-Broadway engagement it started two years ago. Even farther off Broadway, in Stockholm, another posthumously released work, *A Touch of the Poet*, was getting its first production. Four years after the great playwright died, the five shows form a popular tribute that exceeds any O'Neill knew in his lifetime.

CONTINUED

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LAMENTING A LOST LOVE, Wendy Hiller, playing the role of Josie Hogan in Eugene O'Neill's *Moon for the Misbegotten*, stands in the dawn light outside

her rundown tenant farm home. A strong-willed farm girl who has tried her best to help an ineffectual drifter, she stares tearfully after him as he leaves her.

CONTINUED

BIG CHANGE IN SARAN WRAP!

Announcing... exclusive new package improvement!
The wrap that's best for protection is now the easiest to use!



You'll be
SARAN WRAP
happy now!



*Easy to use!
This much wrap stays out
always ready to start!
No lost ends!*

Look for this smart,
modern package at
your grocer's!

The Dow Chemical Company



Pull out as much as you need



Tear... it's smooth, it's easy



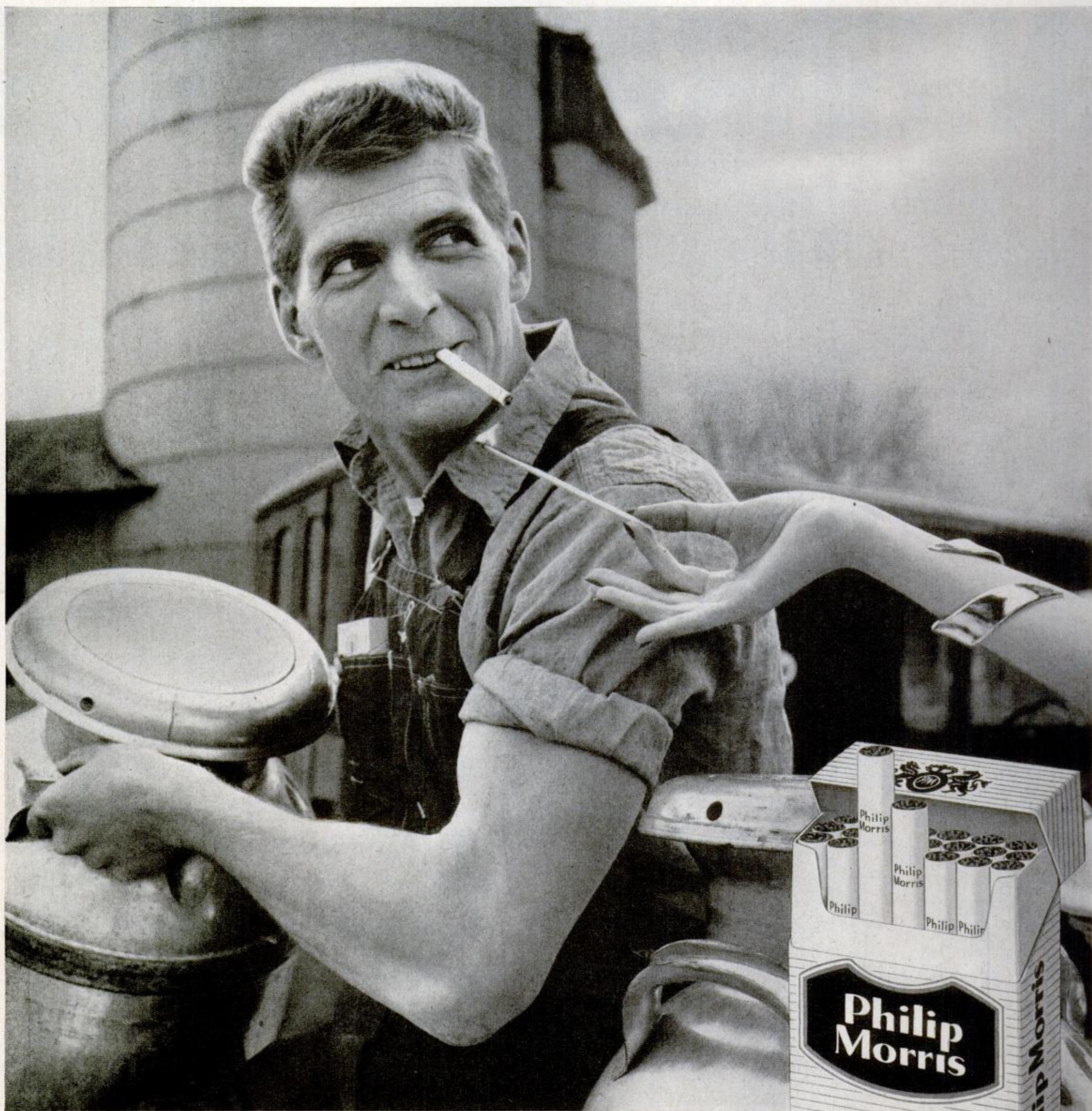
This much stays out, can't slip back into box!



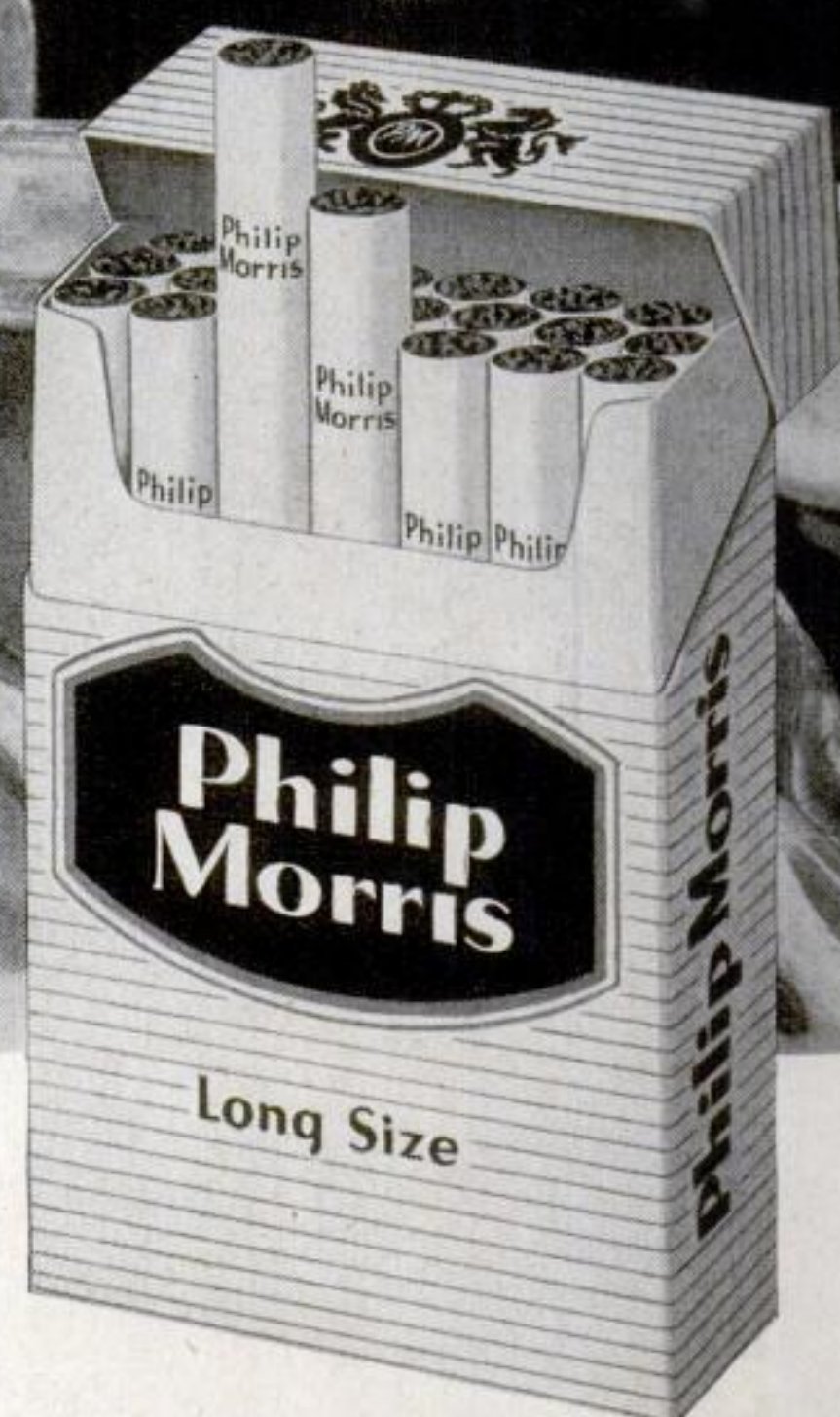
It's always ready to pull and tear again!



Get with **PHILIP MORRIS** ...a man's kind of mildness



No filter, no foolin'. This is *your* kind of smoke. The mildness comes from sweet, rich tobacco—a new man-size length that filters the smoke natural—a new crushproof box that keeps even the last cigarette firm and fresh. Get with it—a *man's kind of mildness*.



Crushproof Box or Regular Pack

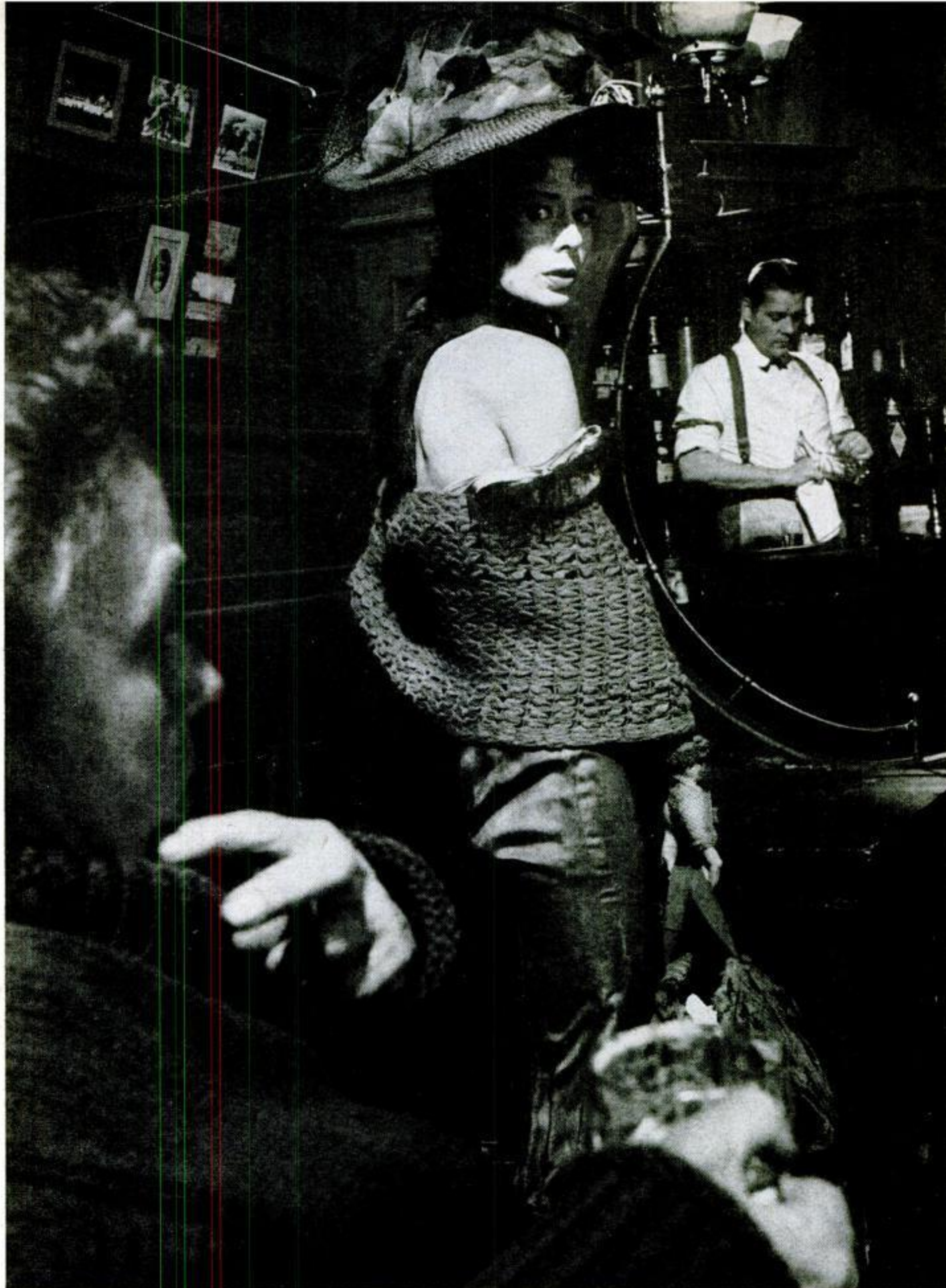


TIPSY MARTHY (Thelma Ritter) spills the truth about Anna's past to her suitor (George Wallace).

ANNA CHRISTIE TAKES TO SONG

O'Neill's *Anna Christie* was a Pulitzer prize-winner in 1922 and the first talking movie for Greta Garbo in 1930. Now as a musical it is playing to packed houses on Broadway.

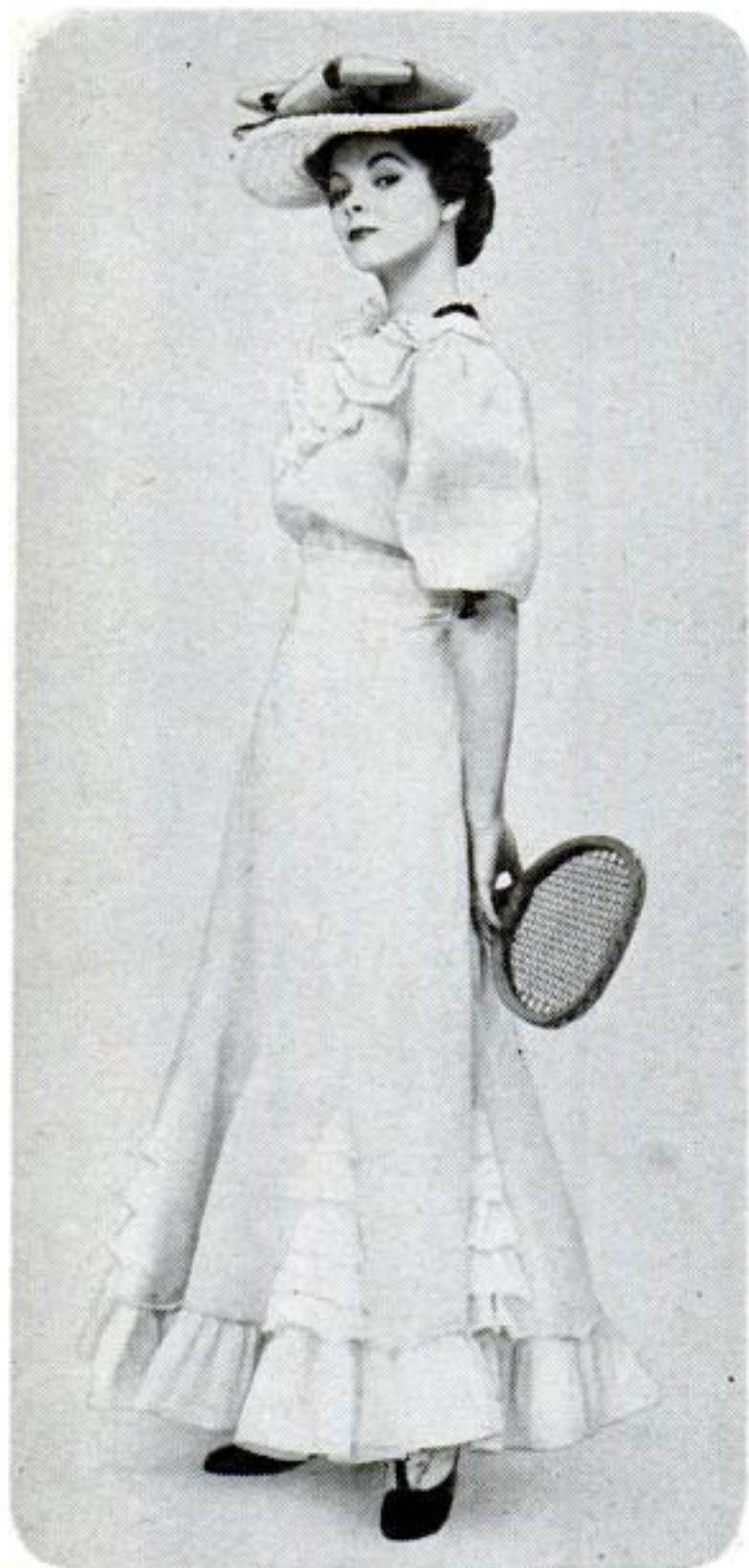
The tricky task of turning an O'Neill drama into a song-and-dance show was done by Director George Abbott. He stuck faithfully to the story, coached Gwen Verdon to play Anna with the right wistful appeal. He built up the part of Marthy, crony of Anna's father, and gave it to Thelma Ritter, who almost steals the show. He added lively dancing and some bouncy bar-room ballads by Bob Merrill (*Doggie in the Window*). *New Girl in Town* seems to be two quite different things, the play O'Neill wrote and the parts Abbott added. Though they never really meld, it is still a briskly enjoyable show.



SAD ANNA arrives at waterfront bar, still in her glad rags but hoping for a new life with her father.

CHEERFUL CHRIS (Cameron Prud'homme), Anna's barge-owner father, sings with friend Marthy.





TENNIS, ANYONE?

If this picture looks ridiculously old-fashioned to you, consider how far women have come—in dress, in attitude, in opportunities, in freedom.

Today's woman even shrugs monthly difficulties aside—and one thing that helps her do it is Tampax! Tampax® sanitary protection absorbs internally—right away you're freed of all those constant reminders—belts, pins, pads, the whole cumbersome contraption.

What has given Tampax world-wide popularity is its complete comfort. Physical comfort—you can't even feel Tampax when it's in place. Mental comfort—you don't worry any more about odor problems or disposal problems.

Millions of smart women are using Tampax right now. Why not join them? Why put off gaining the poise and freedom Tampax brings? Get your choice of 3 absorbencies (Regular, Super, Junior) wherever drug products are sold. The economy package gives average 4-months' supply. Look for Tampax Vendor in restrooms throughout the U.S. Tampax Incorporated, Palmer, Mass.



Invented by a doctor—
now used by millions of women

TAMPAX INCORPORATED, Palmer, Mass.

Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below.

() REGULAR () SUPER () JUNIOR

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Address _____

City _____ State _____



"MOON FOR THE MISBEGOTTEN" is at its poignant best as the farm girl (Wendy Hiller) comforts her weaking lover, James (Franchot Tone).

TWO NEW YORK DRAMAS

Moon for the Misbegotten is a rueful pastoral drama, ponderously long and verbose. But it is redeemed by touching and powerful scenes and, in the Broadway production, by Wendy Hiller's superb performance as the girl who has a misbegotten romance with a wastrel. In a sense, *Moon* is a sequel to *Long Day's Journey* (see p. 116), for the wastrel is the same James who appears there as O'Neill's older brother.

Responsible in part for renewing public interest in O'Neill's work has been the successful off-Broadway revival of *The Iceman Cometh*, perhaps his finest play. It will probably be made into a movie this winter. His *Desire under the Elms* is already being filmed in Hollywood.



"THE ICEMAN COMETH" focuses on a fast-talking salesman (Leo Penn, center) who nearly destroys, psychologically, a saloon full of happy vagrants.

CONTINUED

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- NON-RUN warp-knit Acetate Tricot. Durable Rayon Elastic Waistline. Reinforced Seams.
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DUPLI-COLOR
Factory Matched Colors For All Cars
"FOR SCARS AND SCRATCHES
USE TOUCH-UP THAT MATCHES"
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At Auto Supply Stores
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• Of course you want good, efficient eyes to carry you thru the day's work. Relax eyes from close work, look up at a distant point. Also bathe your sore, tired, burning, irritated eyes and granulated eyelids with LAVOPTIK Eye Lotion. All druggists carry LAVOPTIK Eye Lotion.

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This summer millions of Americans will be itching for relief from skin irritations. But like these small, prickly heat victims, they'll find soothing comfort from itch and sting in a gentle baking soda bath (one cup soda in tub of water). The soda solution cleanses irritated pores, eases soreness of rashes and sunburn.

BITES, BURNS AND RASHES

Grandma's old stand-by, baking soda, is re-discovered as an effective treatment for summer skin irritations

Many an old remedy is being re-discovered by science as a modern treatment for man's ills. Last year, even Grandma's old reliable, baking soda, made medical news as an emergency plasma substitute for severe burn shock.

Grandma reached for the baking soda in so many first-aid emergencies. She didn't know why it worked—but it was safe, pure, and did the trick!

This summer—with science's nod—baking soda will be used for an arm-long list of skin problems: bug bites, poison ivy, heat rashes, sunburn.

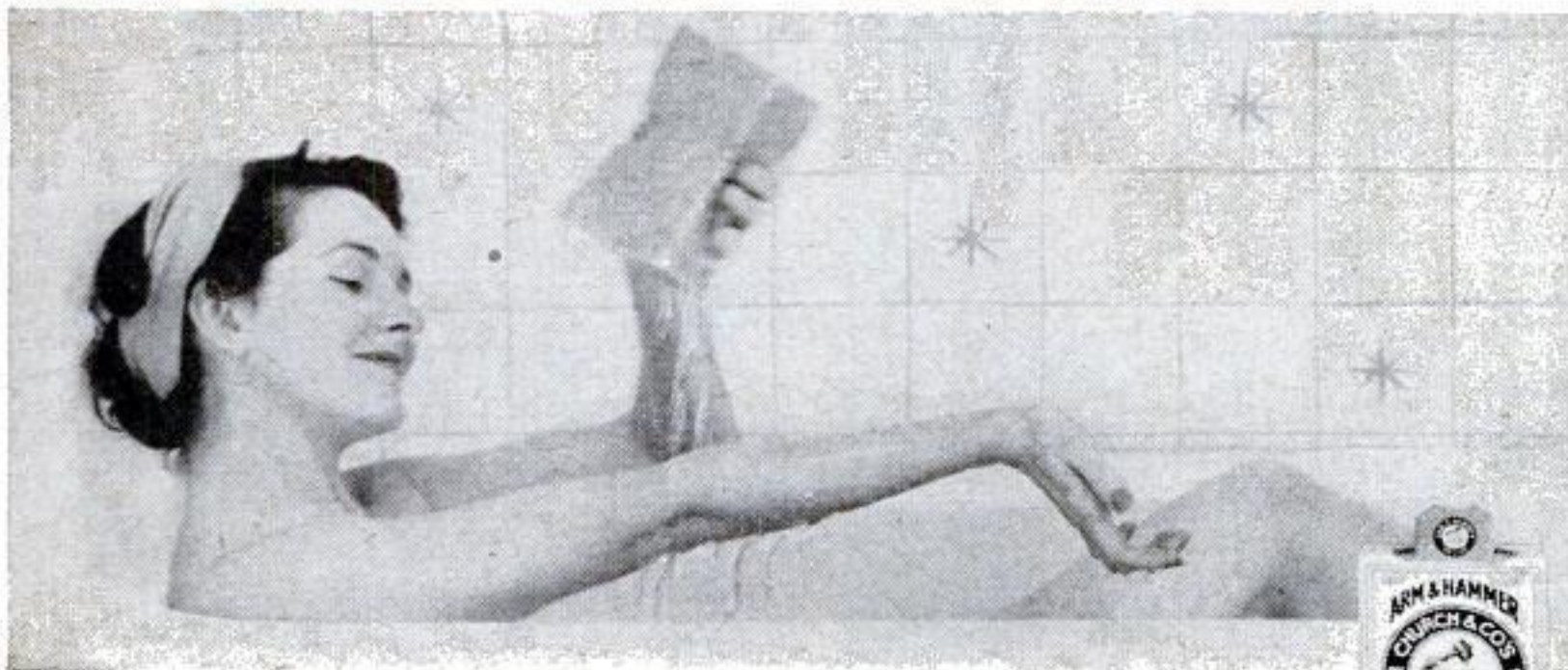
For all-over relief from skin irritation, leading physicians are recommending daily alkaline baths. One cup of pure baking soda—either Cow Brand or Arm & Hammer—in a tub of water gives you the same kind of refreshing, relaxing alkaline bath you'd luxuriate in at health resorts and spas.



Insect bites—All common insects (i.e., mosquitoes, chiggers, bees) inject acid-poison into skin. Baking soda and water paste neutralizes acid, eases sting, itch.



Sunburn—A baking soda bath soothes and reduces burning soreness. Or on badly affected areas, apply a paste of soda and water, followed by wet cloths.



Chafed, itchy skin—Leading doctors recommend an alkaline bath—one cup of soda to tub of tepid water. It floats away sticky acid and dirt without rubbing. Cools, soothes, relaxes, doesn't dry out skin.



**SUMMERTIME
FIRST AID**

When small-fry come in, hot, cross and all played out, a cooling baking soda bath before dinner or bed calms them down quickly! Gentle and soothing, it works like a charm on babies' diaper rash, too.

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De Soto

SEE PAGES 118 & 119

make sure it is
equipped with

SOLEX[®] SAFETY GLASS

the best glass
under the sun!

Your new De Soto is a truly exciting car. Why not make it even more thrilling to drive . . . more comfortable and safer, too . . . by having SOLEX installed in the windshield and windows? SOLEX Safety Glass reduces eyestrain . . . it guards against the sun's intense glare. And your De Soto will be cooler inside. That's because SOLEX absorbs at least 50% of the total solar heat.

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O'NEILL CONTINUED



"LONG DAY'S JOURNEY," a chronicle of O'Neill's youth, has Fredric March and his wife in roles of his parents. Behind them are their two sons: Edmund (Bradford Dillman, left), who portrays young Eugene O'Neill, and James (Jason Robards Jr.), who also appears in *Moon for the Misbegotten*.

TWO MORE FOR OVERSEAS

Europe's esteem for O'Neill was demonstrated this year when Paris invited *Long Day's Journey*, Broadway's biggest dramatic hit in years, to its international festival, and Stockholm presented the world premiere of *A Touch of the Poet*. With more than O'Neill's usual quota of comedy, this new play portrays a U.S. tavernkeeper in 1828 who brags of his former military glory and tries to be a romantic rake. It will be produced in the U.S. next year with the English star, Eric Portman, as the blowhard who finally gets the wind knocked out of him.



"TOUCH OF THE POET" in Stockholm starred the noted Swedish actor, Lars Hanson, as strutting innkeeper, caught reciting Byron by elegant caller.



A traveler stuck in Eau Claire,
Not a thing in his billfold but air,
Wired home in a flash,
"Telegraph me some cash"—
And now he's loaded for bear!



Great news from WESTINGHOUSE...the first air conditioner
"fashion-thin" to blend in



Flexible—fits anywhere: upper or lower sash; through the wall; casement windows; on swing-out mount.

Only the Westinghouse Streamliner is so thin, so low yet so smart!



Custom model shown as little as \$3.36 a week after small down payment.

Say good-bye to the mechanical look in air conditioners! The *really* new Westinghouse Streamliner is fashioned to blend in with home beauty—both indoors and out!

Thinner . . . no bulky overhang to intrude on your décor. **Lower** . . . you enjoy more light and view. **Smarter** . . . streamlined styling plus blissful cooling and more of everything else, too: Simply choose any of 7 comfort zones on a single dial.

Set the built-in thermostat and forget it. Adjust the no-draft grilles in any direction. Custom and Deluxe models. Compare the Westinghouse Streamliner with all other so-called "thin" air conditioners. You'll agree it's your *smartest* buy!

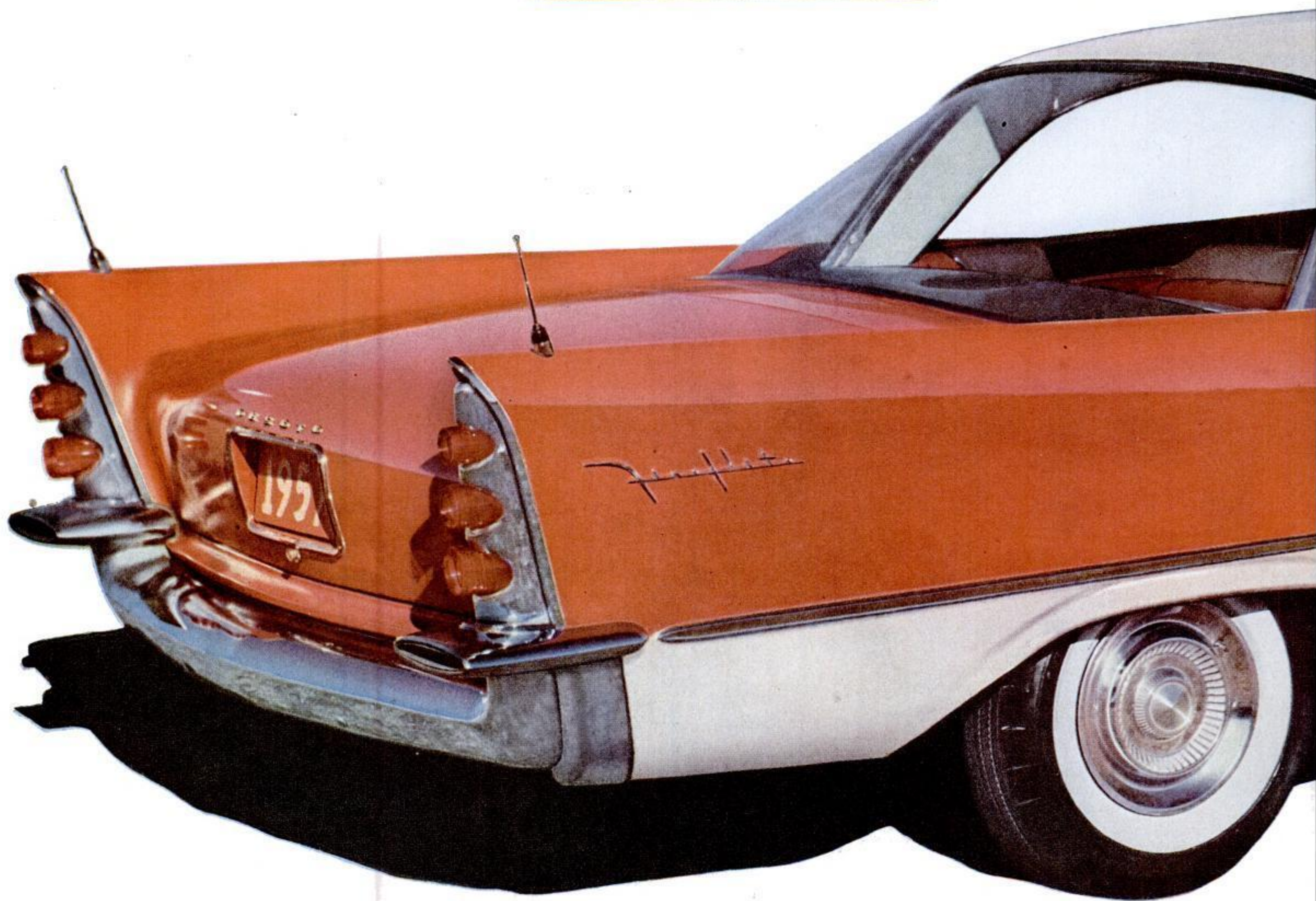
Save on installation and electricity with new 115-volt models! $\frac{3}{4}$ HP $7\frac{1}{2}$ amp. Streamliner runs on *normal house current* in many cases. 1 HP 12 amp. unit runs anywhere an ordinary $\frac{3}{4}$ HP will!

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Firelite 4-door station wagon in Fiesta Red and White



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Choose any car in the De Soto corral, and, pardner, you've got yourself a thoroughbred. Just look at that Flight Sweep styling. From hooded headlamps to upswept tail fins, De Soto is the new shape of motion. And wait till you drive this baby. New Torsion-Aire ride makes bumpy roads seem like super-highways . . . and super-highways seem like clouds. Add all the other big features to De Soto, and you've got the most exciting car in the world today. Drive a De Soto before you decide on any car. You'll be glad you did. De Soto Division, Chrysler Corporation.

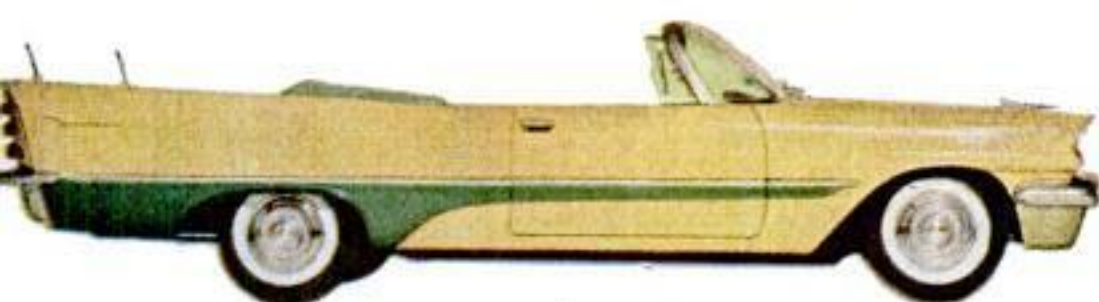
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STARTS CLOSE TO THE LOWEST!**

FIRESWEEP—big-value new-comer for 1957—priced just above the lowest. 245 hp.

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FIREFLITE—high-powered luxury for 1957—the last word in design and power. 295 hp.

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Firelite convertible in Sunlit Yellow, Tamarack Green



Firelite 4-door sedan in Muscatel Maroon and White



Firesweep Sportsman in Samoa Green



The Youngest

A privileged person — this one!
Gets the loving touch, day and night,
with those soft 'Q-Tips'.



The Rabbit Chaser

Thorn-in-the-ear is no problem.
'Q-Tips' apply antiseptics; keep him
clean and groomed.



The Vocalist

He's not the drip-dry type.
Has learned that 'Q-Tips' are great
little ear "blotters."

Meet the People who vacation with Q-TIPS!



The Sightseer

Her feet feel good!
She never leaves home without 'Q-Tips'
to soothe on corn remedies.



(The people's choice)

Babies aren't the only ones ...
today the whole human race uses 'Q-Tips'!
You can work wonders with 'Q-Tips'—
summer, winter, all the time.
Isn't it high time
you stocked up?



The Explorer

So what if he *does* get chummy
with poison ivy? 'Q-Tips' puts the remedy
right on the spot!



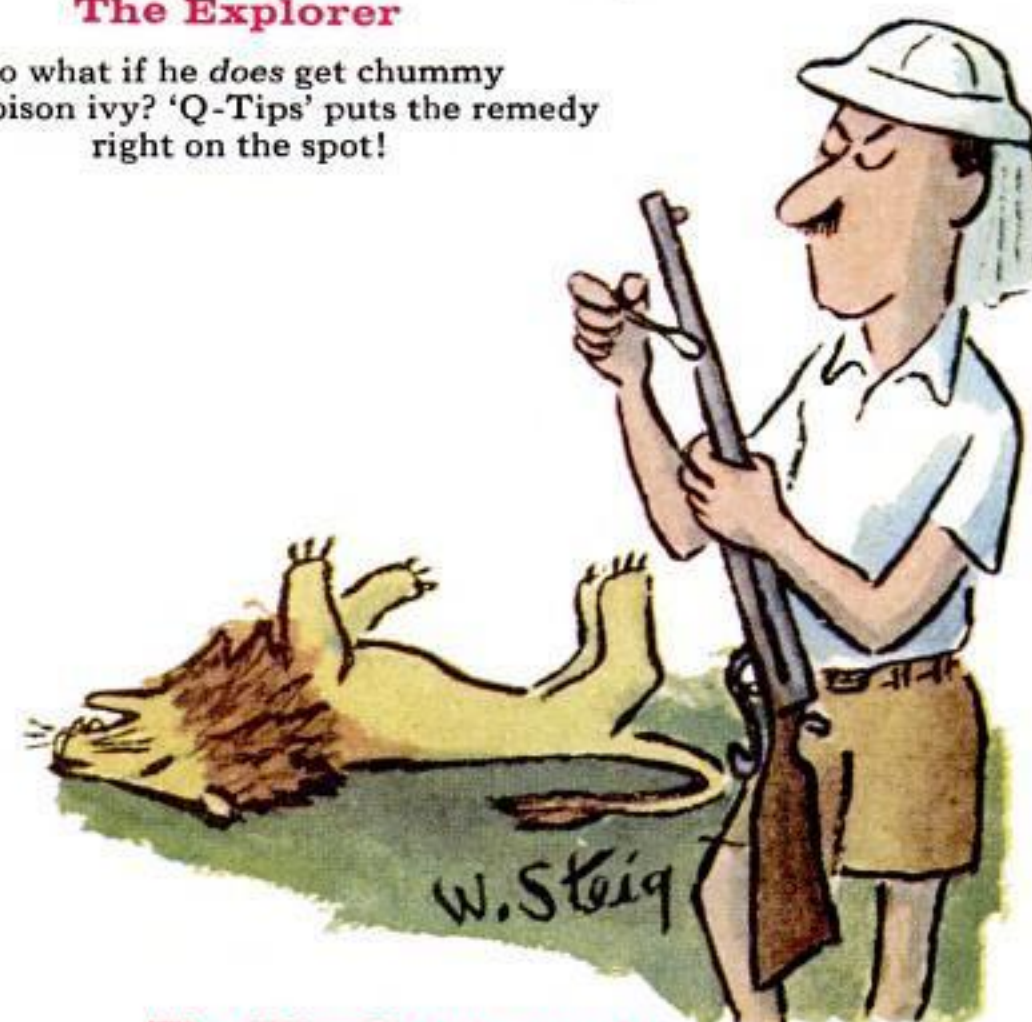
The Summer Resident

Keeps plenty of 'Q-Tips' around
the cottage for cleaning, oiling,
fix-it jobs.



The Beachcomber

Her hair never looks
tarnished (even at high noon). The trick:
home touch-ups with 'Q-Tips'.



The Big Gamesman

Carries 'Q-Tips' right into
the wilds. Unbeatable for cleaning
hunting and fishing gear.



ADVANCING FIGHTERS, Don Drysdale of Dodgers (left) and Johnny Logan (23) of Braves, remove caps as Milwaukee Coach John Riddle (3) follows.



FIRST BLOW, a sweeping hook from Drysdale, is about to land on battling Logan who is being pulled by Riddle and Brooklyn First Baseman Gil Hodges.



NEW ATTACKER Eddie Mathews of Braves (left) charges Drysdale who swings to meet him. Dodger Manager Walter Alston (24) arrives as peacemaker.

BASEBALL SEASON'S EARLY-BLOOMING BRAWLS

The baseball pennant races were still weeks away from their annual mid-summer crises, but there was unseasonal tension in the air. Five National League teams were rubbing against each other as they jockeyed for first place. The White Sox haughtily prepared to defend their surprisingly wide American League lead against the disheveled world champion Yankees. Then, on one afternoon last week, overheated tempers suddenly cracked wide open and ball parks in Brooklyn and Chicago were seething with the most violent brawls in many seasons. Ballplayers, usually noted for their easily extinguished fury and futile blows, knocked each other

down with sharp punches in rousing fights that sprawled across the field.

The bean ball tripped both explosions. Dodger Pitcher Don Drysdale hit Brave batter Johnny Logan in the back. Logan accused Drysdale of throwing at him deliberately. Drysdale hurled a fighting challenge. Logan accepted it. And the fight was on. The Braves, rushing heavy forces quickly into battle, won the engagement by pummeling Drysdale to the ground. They also won the game.

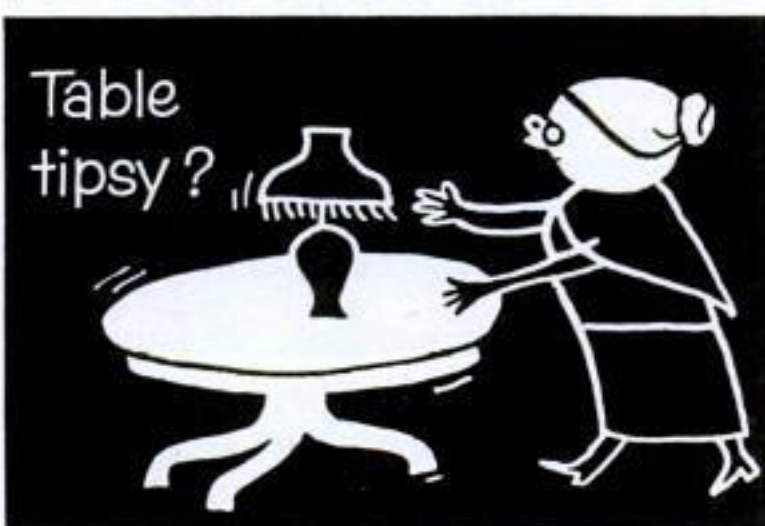
In Chicago (p. 124) there was a similar battle, moving the New York *Daily News* to call the national pastime "The Great Game of Basebrawl."

LEAPING AT DRYSDALE WHO IS BUSY WRESTLING LOGAN, MATHEWS (41) SLUGS HIM. HODGES (RIGHT) IS HELD OFF BY BRAVES' CONNIE RYAN (NOW TURN PAGE)



CONTINUED

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Building a book shelf? Putting in paneling? Making a cabinet? Use Plastic Wood for filling in holes, making joints smooth.



Loose handles on screwdrivers, chisels, hammers hold tight as new if reset in Plastic Wood. Holds permanently.



Patch it with Plastic Wood. Water resistant, weather resistant. Can be sanded, and painted to match surrounding surface.



Set things right with **NEW "PLASTIC WOOD"**

Baseball Brawls CONTINUED



PILING ON, Mathews leaps on Drysdale as Dodgers' Reese pulls him. In the foreground Logan jostles Alston.



IN THE PILE-UP Mathews cocks his right arm to punch the fallen Drysdale. Bill Bruton of the Braves (left) races up from the dugout to restrain teammate Mathews and Dodger Manager Alston fends off still threatening Logan.



ARMED ESCORT is given struggling Drysdale by Dodger Pitcher Don Newcombe who pushes him toward dugout.



Capt. Durward Ledbetter has been a pilot 33 years ...28½ of them with American Airlines. He has logged 27,000 hours (3 years of his life) in the air. He flies a distance equal to 12 times around the world every year with Sinclair Oil, not to mention the miles he has driven with Sinclair Oil in his own car. Capt. Ledbetter is one of the 1600 pilots of American Airlines' Flagships that fly more than 130,000,000 miles a year using Sinclair Oil *exclusively!*

CAPT. DURWARD LEDBETTER HAS FLOWN MILLIONS OF MILES WITH SINCLAIR OIL

Do as the Airlines do—choose Sinclair...the best oil for your car

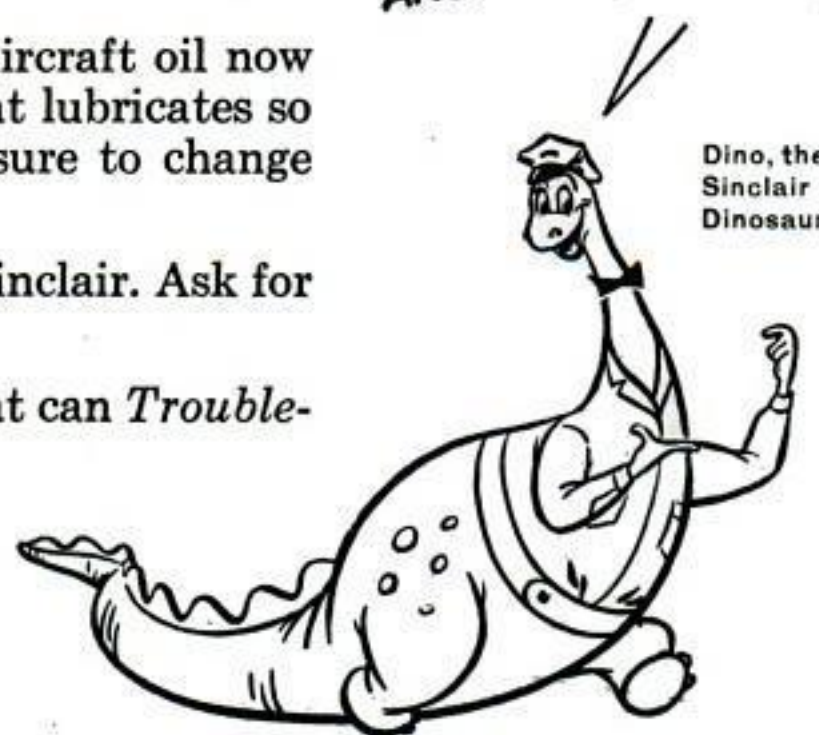
Did you know that nearly half the aircraft oil used by major scheduled airlines in the U.S. comes from *one* company...Sinclair!

Today, the same Sinclair Research that developed top-quality aircraft oil now brings you a revolutionary new motor oil for your car...an oil that lubricates so well, it can *trouble-proof an engine for 100,000 miles!* Just be sure to change the oil regularly at safe intervals.

To take the best care of your car, do as the airlines do — choose Sinclair. Ask for Sinclair Extra Duty Triple X Multi-Grade.

25,000 Sinclair Dealers in 36 states offer you the new motor oil that can *Trouble-Proof An Engine for 100,000 Miles.*

DRIVE WITH CARE
AND BUY SINCLAIR



Dino, the
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ENTER, FIGHTING TOO, YANKS AND CHICAGO



BATTLE BEGINS as Larry Doby of White Sox, flattened by pitch from Yankee Art Ditmar (28), grapples with him. Umpire Napp is brushed aside.



BATTLE MOUNTS with White Sox Coach Don Gutteridge (39) landing on top of the scuffling players. The game was delayed 28 minutes by the brawl.



HARD RIGHT by White Sox First Baseman Walt Dropo bounces off head of Yankees' Enos Slaughter, 41, who had hurried from bench to join the battle.

RAGGED WARRIOR Enos Slaughter, with shirt torn and cap on backward, walks grimly off field after the fight. He and four other players were fined.





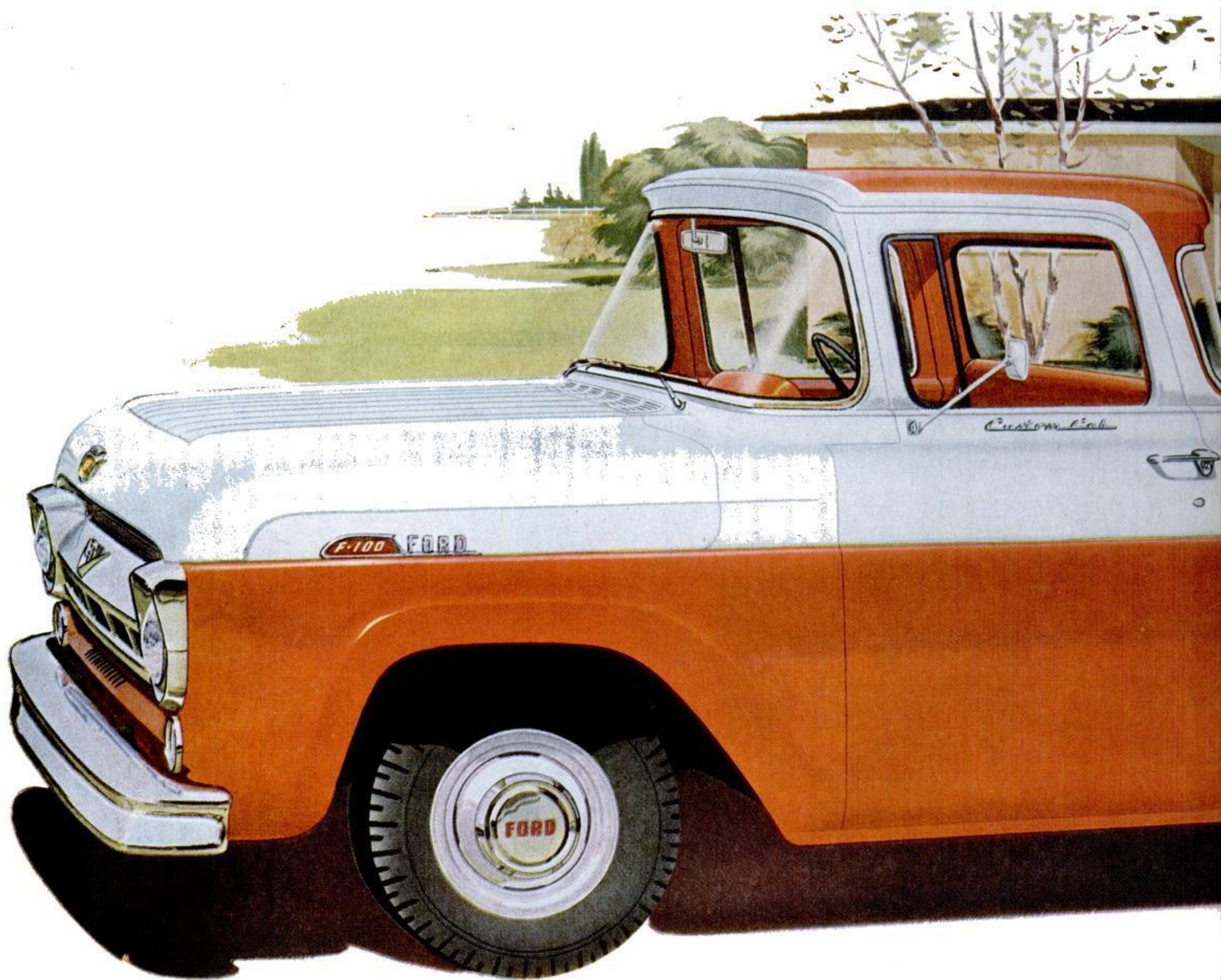
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than Walker's DeLuxe

Straight bourbon, of course—7 years smooth—elegant in taste



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Smart way to express

● Trim . . . handsome . . . boldly modern! But look beyond those lively lines and you'll see that Ford Trucks are modern clear through to cost you less to own, less to run, and last longer, too!

The Ford Pickup with Styleside body shown above is a good example. That sleek, extra-wide body is the biggest ever built on any half-tonner—and Styleside bodies are standard at no extra cost.

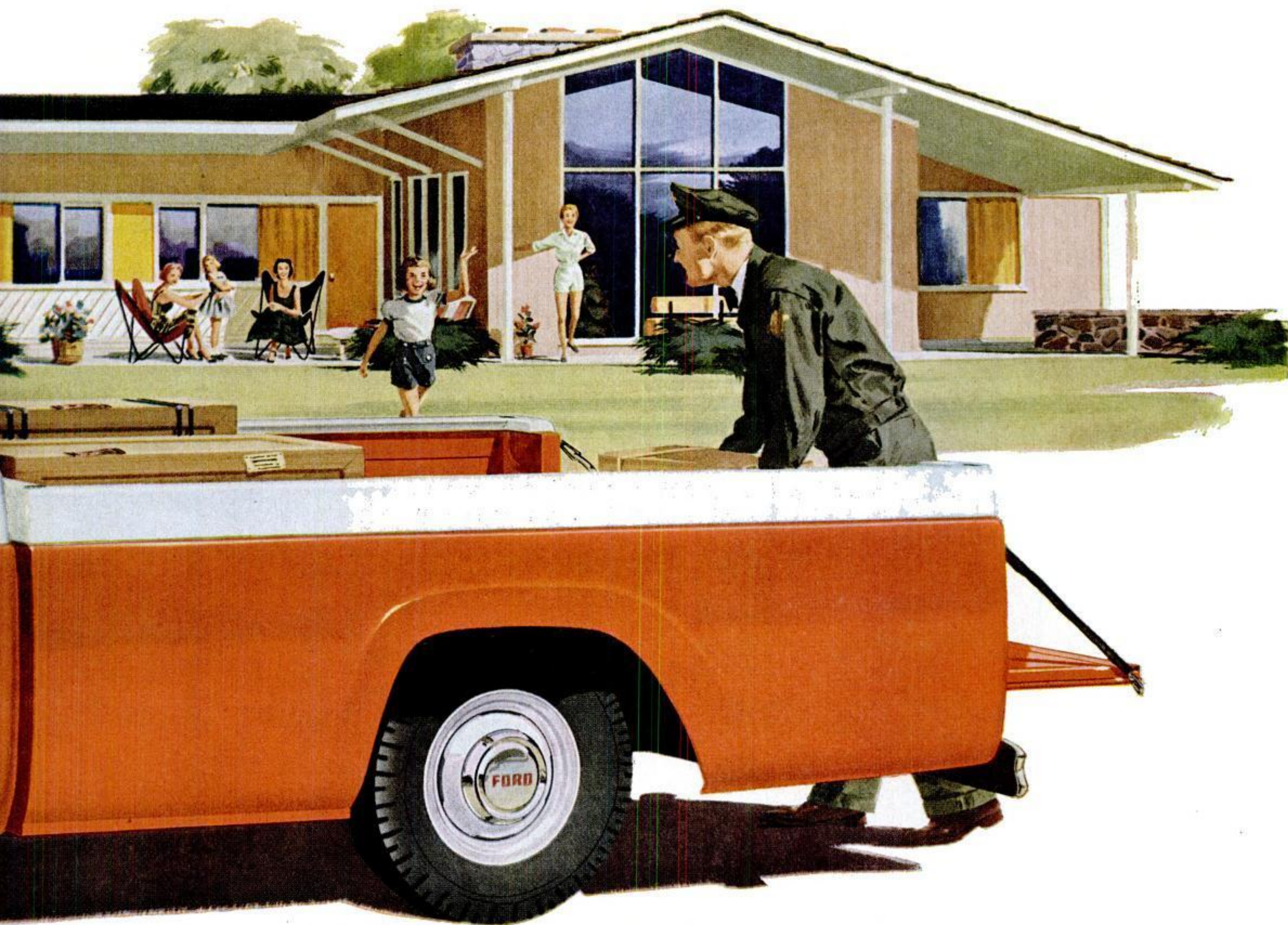
That comfortable new cab features a wider full-wrap windshield, suspended pedals, and in-board cab step. Thanks to a completely new sus-

pension with rubber-cushioned springs there's just no other pickup that rides like this new Ford.

And there are deep-down, dollar-saving qualities in every truck in the line. First cost is low. Operating costs are low, with modern Short Stroke power, V-8 or Six. And Ford Trucks last longer, a fact proven by a study of over 10 million truck registrations.

Pickup, Panel, Stake, whatever type you need—see how a modern Ford Truck can cut your costs. Contact your Ford Dealer for a demonstration ride today.

SO MODERN YOU'VE JUST GOT TO SEE WHAT THEY CAN DO!



it — costs less, too!



NEW Ford Ranchero—Entirely new truck idea! Hauls over half a ton, yet looks, rides, handles exactly like a fine new car!

NEW F-350 Stake—Husky one-tonner that's rated for up to 1,000 pounds more than other one-tonners. Choice of Short Stroke Six or V-8.

NEW F-100 Panel—Modern "split-level" roof boosts body capacity to big 158 cubic feet. All steel body, reinforced to stay tight, quiet.

NEW F-350 Parcel Delivery—Only truck of its kind with modern Short Stroke Six or V-8 power. New longer rear springs for smoother ride.

FORD TRUCKS COST LESS

... LESS TO OWN ... LESS TO RUN ... LAST LONGER, TOO !



VALCREAM
*isn't seen
or felt!*

NEW—This hair cream for men keeps hair neat 'n' natural

VALCREAM grooms without showing

Changes form on application . . . greaseless . . . enriches hair's natural oils. New Valcream keeps your hair at its very best all day, and yet isn't seen or felt! This new grooming discovery changes form on application, never leaves a white film. Valcream actually enriches hair's natural oils. It's not greasy, or oily, or drying—contains no alcohol. Get new Valcream!



For "NO-SHOW" grooming . . .



39¢ AND 59¢ PLUS TAX



Look, Milton, a Bevy of Fair Women

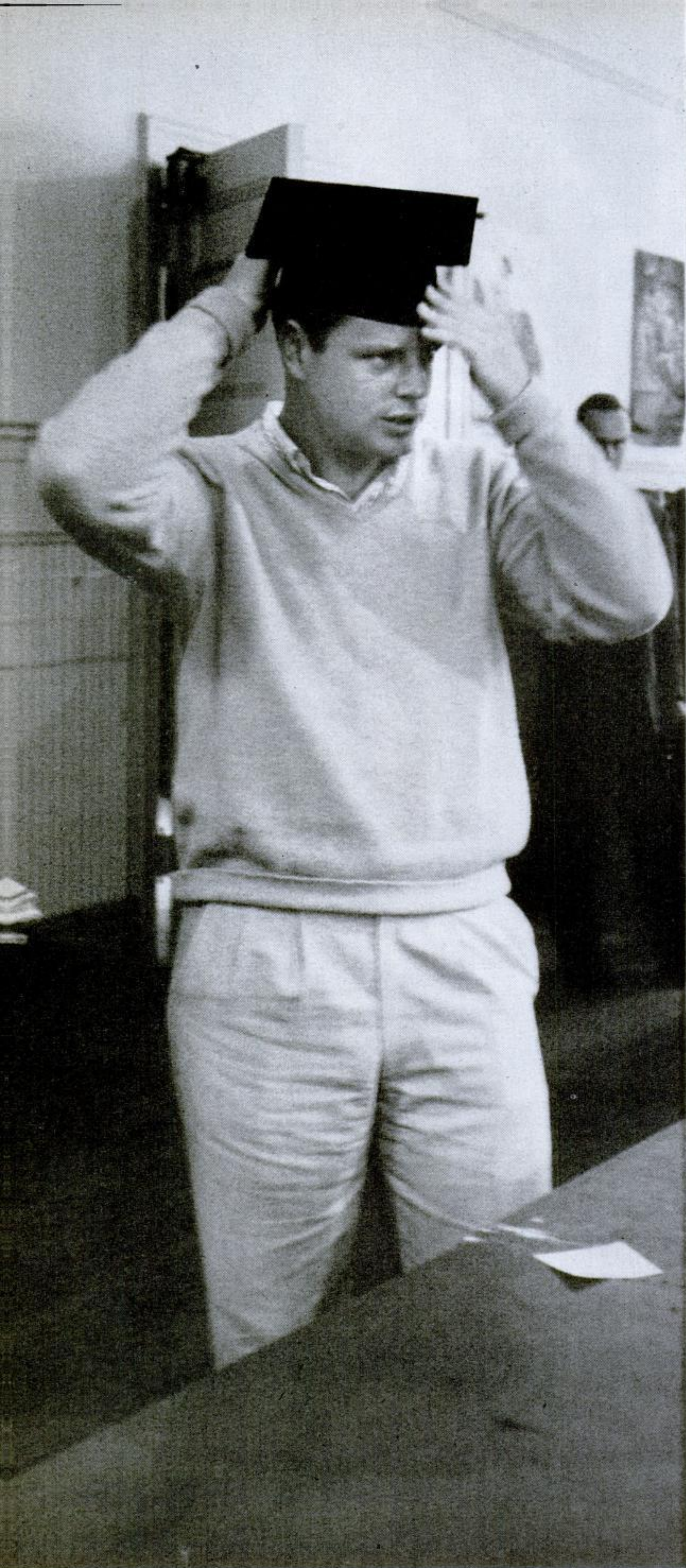
It was the poet John Milton (1608-1674) who spoke of "a bevy of fair women." In succeeding generations press agents with little or no acquaintance with Milton have been overworking the phrase without ever producing Milton's poetic vision in the flesh. Last week, for Mrs. William Randolph Hearst Sr.'s Free Milk Fund for Babies, many of America's

most beautiful models, wearing the latest creations of America's leading designers, sat for this portrait. Their dresses exhibited not only plunging necklines but uneven hemlines of the current mode. What was more important, however, was the fact that for one picture had been assembled a remarkable group, well able to qualify for Milton's celebrated phrase.

A Farewell

In black-gowned ranks the Class of '57, 300,000 strong, assembled on campuses across the country for the rituals of graduation. The occasions marked the completion of academic work and a step into another world. But, as it always has, it marked much more than this to the departing seniors. To 21-year-old Roger Dennis Hansen (*left*) and his 933 classmates at Yale, it meant the bittersweet end to four fruitful undergraduate years. Hansen had already prepared himself during the previous days of graduation week for this moment by severing, as gently as he could, some of the ties which bound him to his alma mater.

For the most part, the last week at Yale was a time for fun rather than for nostalgia. Hansen had had a fine life at Yale. He had made Phi



TRYING ON COSTUME three days before graduation, Yale Senior Roger Hansen claps on a mortarboard. He paid \$3.25 for the rented cap and gown. He wore them three times—at baccalaureate (*right*), class day and commencement.

"HOLY, HOLY, HOLY" rises to the vaulted roof of Woolsey Hall, where seniors massed in the center, with families and guests around them and crowding the galleries, sing the hymn during the religious service of baccalaureate.



to Bright College Years

Beta Kappa, been on the swimming team, won a Rhodes scholarship to Oxford, been elected to Scroll and Key, one of the college's exclusive secret societies. Now, taking his final fling at the life he had enjoyed so much, Hansen forgot about sleep and plunged into an exhausting round of celebrations. But between partying and listening misty-eyed to the Whiffenpoofs, Hansen found time to make lingering farewell visits to his coach and favorite professors, whom he might never meet again.

When at the end of the week his parents arrived from California, Hansen proudly showed them around his campus. At a party in his rooms, which he had only just finished cleaning, Hansen introduced them to some of the people who had been so much of his life at Yale.

The climax of commencement drew on. Capped and gowned, Hansen took his place amid his classmates for baccalaureate service (*below*) and the president's address. Then came the festivities of class day, the awarding of honors, the reading of the class poem, the singing of the old Yale song, *Bright College Years*. Next morning an audience of thousands assembled on the sun-dappled lawns of the Old Campus for the commencement ceremony. Hansen, as a class marshal, picked up a pack of diplomas for his own Silliman College, one of 10 undergraduate houses. Later, in the intimate surroundings of Silliman quadrangle, he stepped up once more for his diploma and this time, for Roger Dennis Hansen B.A. Universitatis Yalensis, the bright years slid irrevocably into the past.



CONTINUED

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Packing, proud parents, and a prom



HOUSECLEANING their rooms, Hansen and his roommates, William Thieme (*left*) and Joe Clayton (*center*), go over rug with borrowed vacuum cleaner.



PACKING BOOKS, Hansen lifts an armful, mostly volumes on history, his major. Some he sent home to San Carlos, Calif. Others he sold to students.



PLEASANT ENCOUNTER took place after baccalaureate when Hansen met Mrs. Juan Trippe, wife of PanAm's chairman. Her son is also Yale '57.



FATHER MEETS ROOMMATE at the party the boys gave for their parents, as Hansen makes introduction to Ian Henderson (*left*). This was the first

AT AN INFORMAL PARTY IN HIS ROOMS BEFORE THE SENIOR PROM, HANSEN PLAYFULLY TRIES TO SNATCH

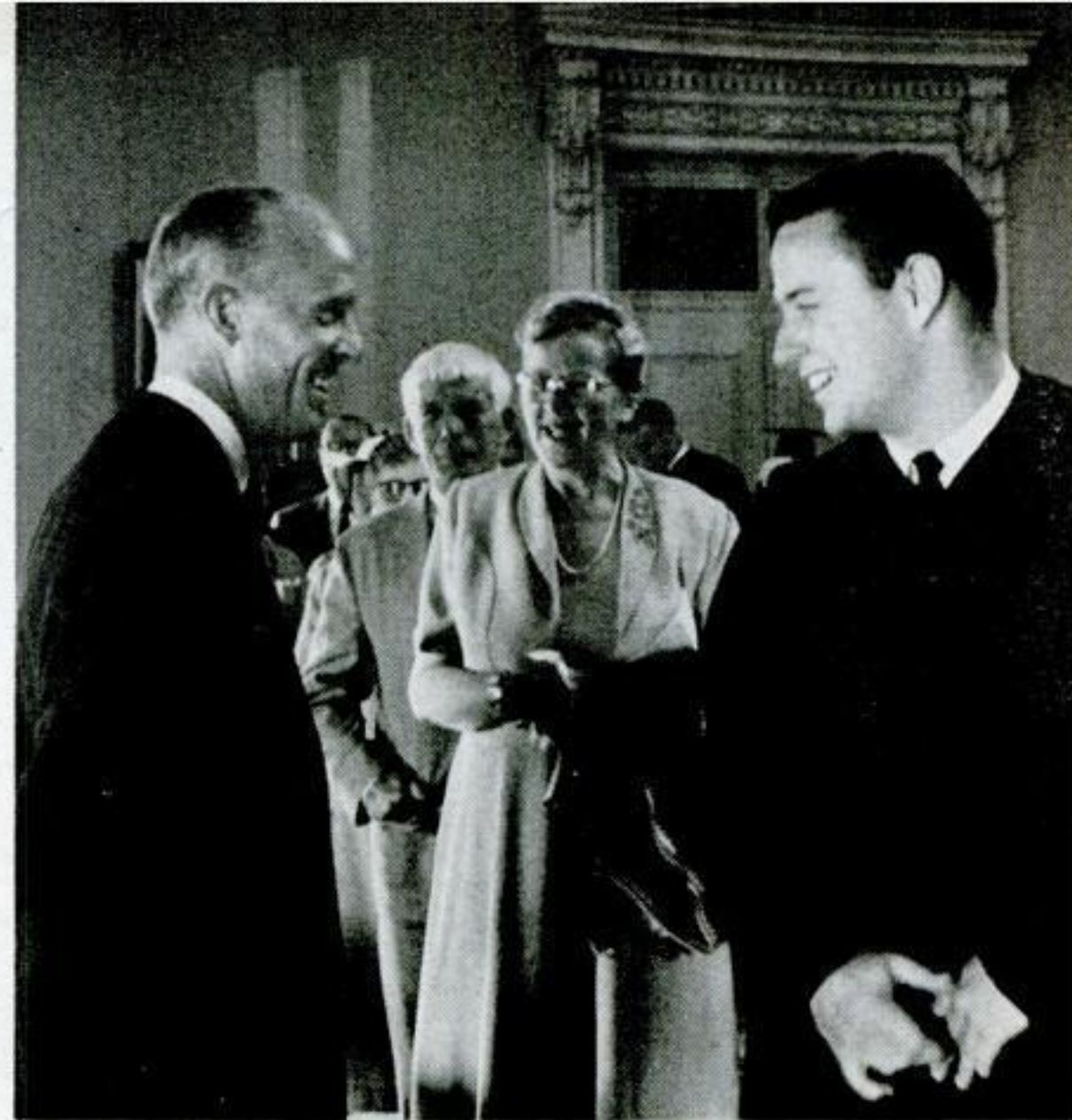




time either of his parents had ever seen Yale. Clarence Hansen, an ex-sea captain, works as inspector for a marine insurance company in San Francisco.

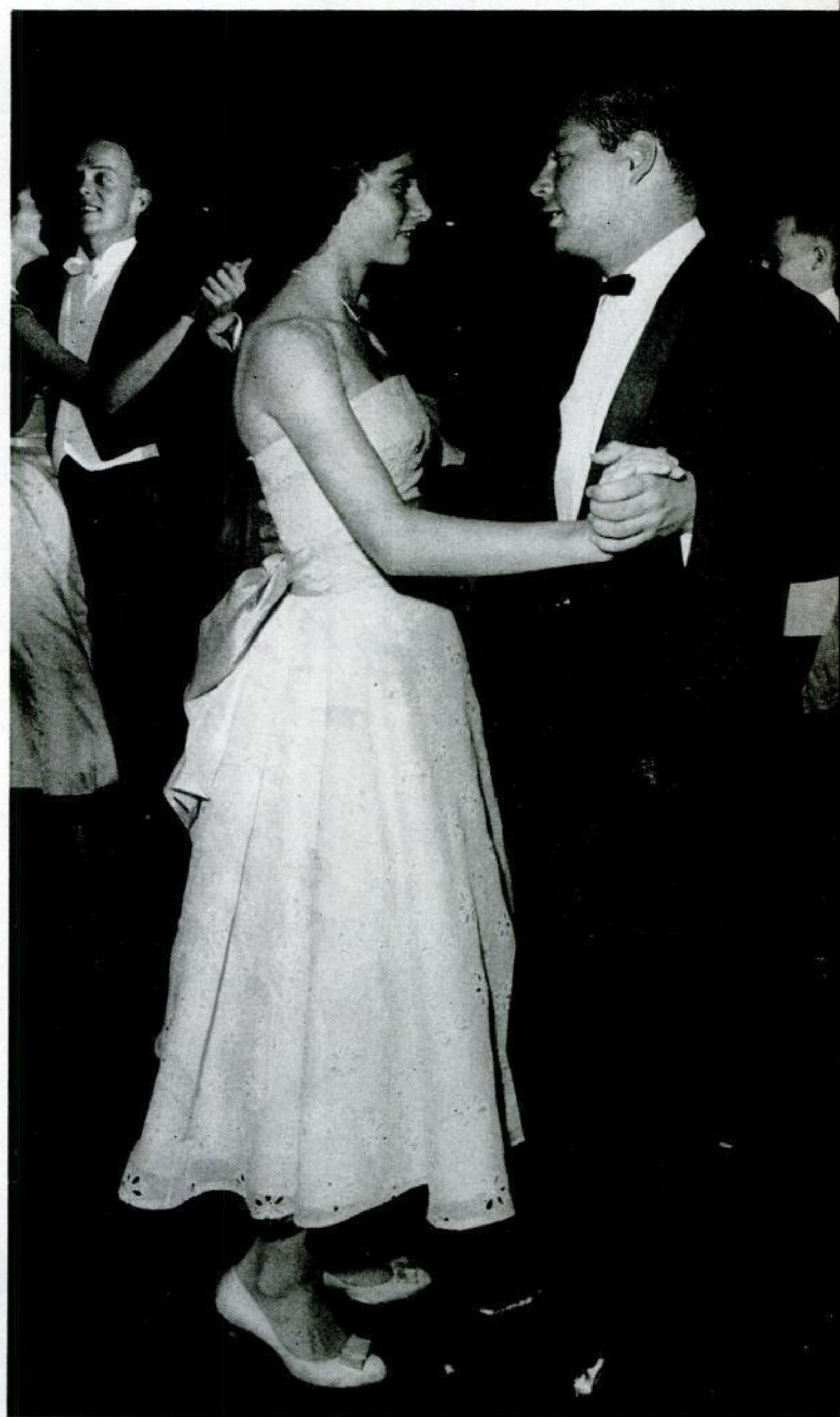


MOTHER MEETS MOTHER as Henderson and Hansen look on. Mrs. Hansen (*left*) gets to know Mrs. Gerald Neary, mother of another roommate.



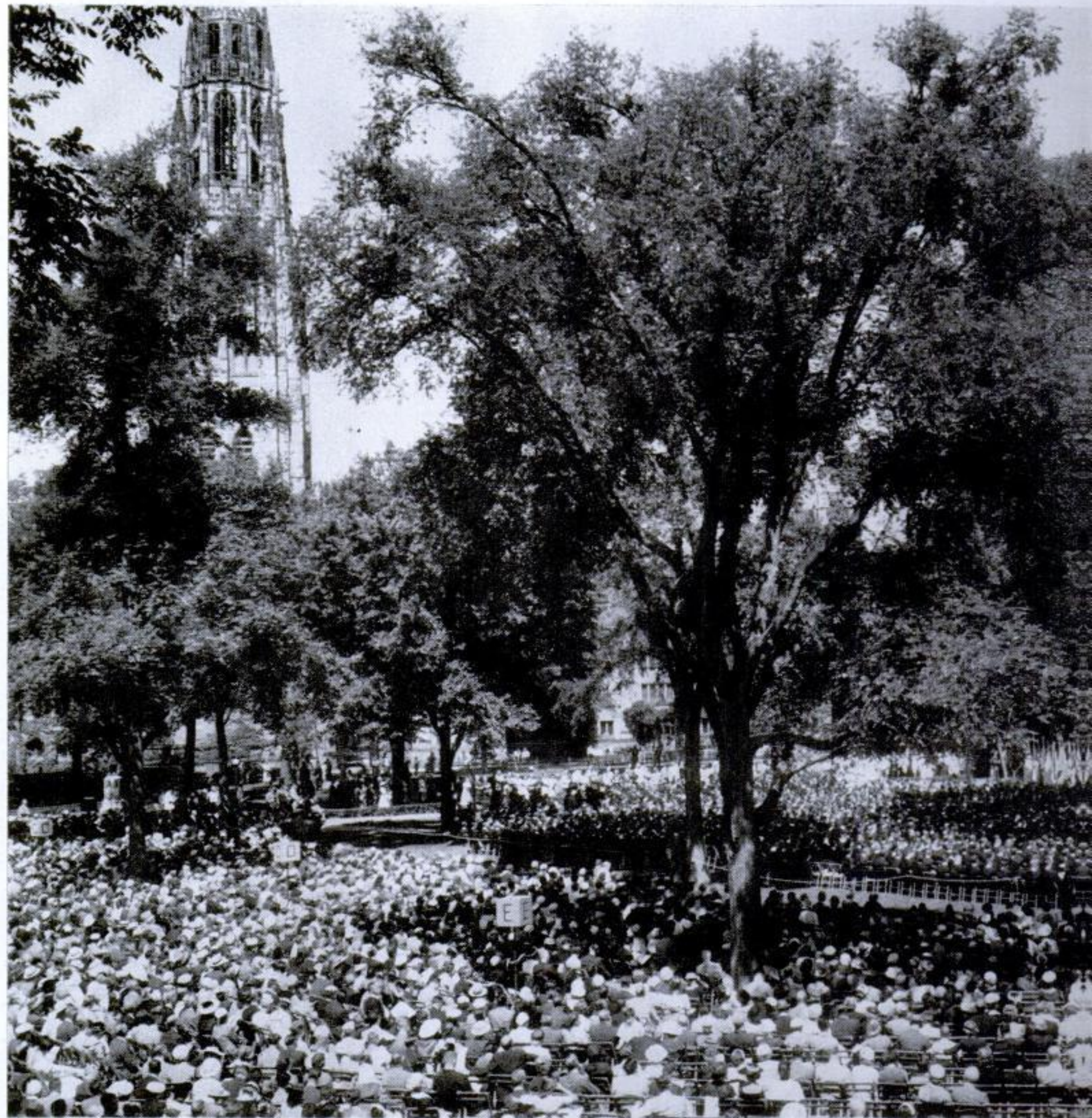
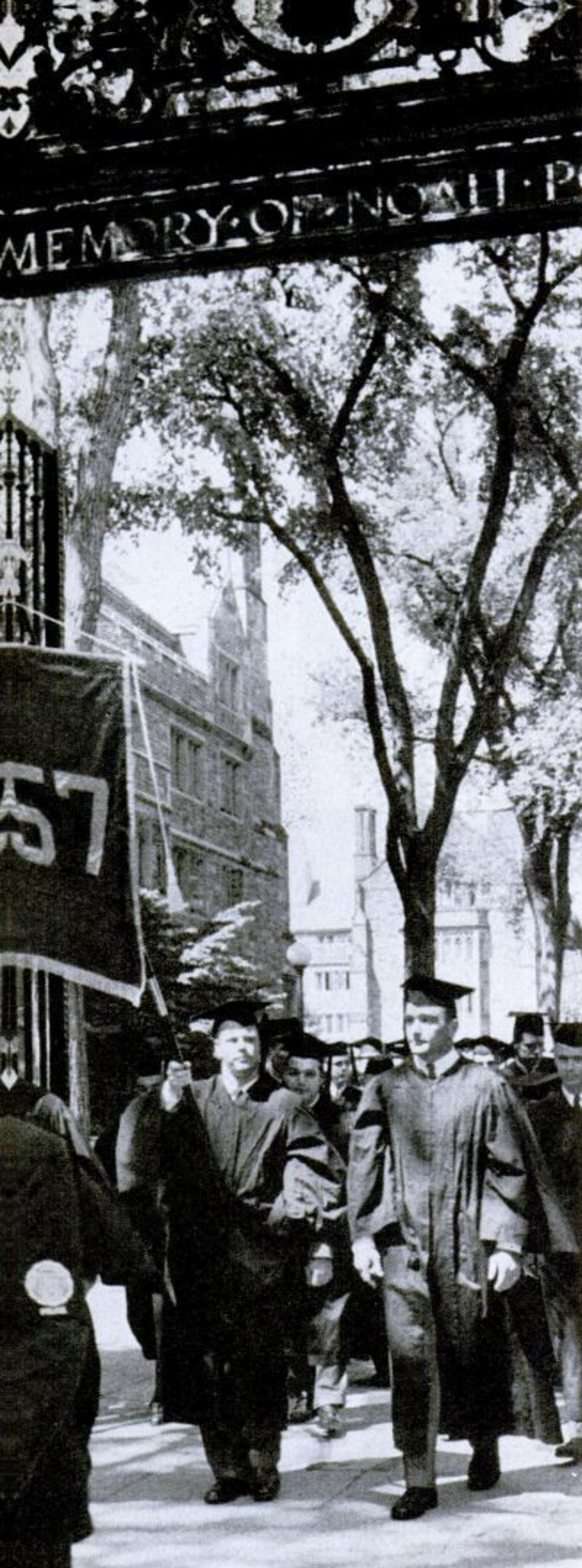
PRESIDENTIAL GREETING is bestowed on Hansen at reception after baccalaureate by Dr. A. Whitney Griswold. He knew Hansen for good record.

THE PHONE AWAY FROM DATE, SUE KIRK, A SMITH COLLEGE SOPHOMORE



AT THE PROM, Hansen guides Sue across the floor of New Haven Lawn Club. Later they all sat around on the floor to hear the Whiffenpoofs sing. Hansen did not get to bed until 5 but was up next morning in time to see Sue off at 9:30.

Commencement's solemn ritual



LEADING THE SENIORS to class day ceremonies, Hansen carries banner as, preceded by campus policeman, he passes through gates to Old Campus.

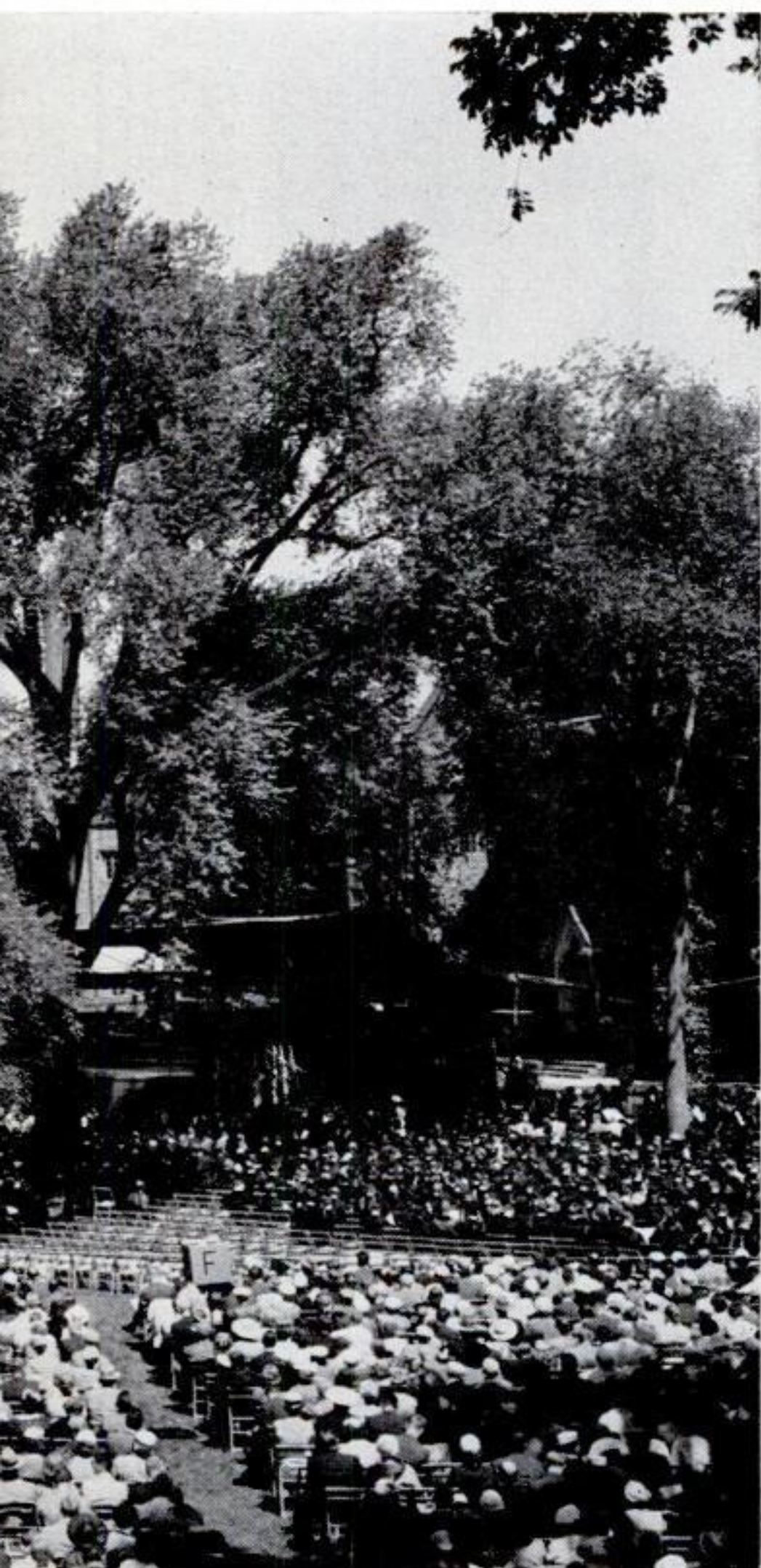
COMMENCEMENT, Yale's 256th, is held on elm-shaded Old Campus. There were 7,000 guests. Here Hansen received diplomas for Silliman classmates.



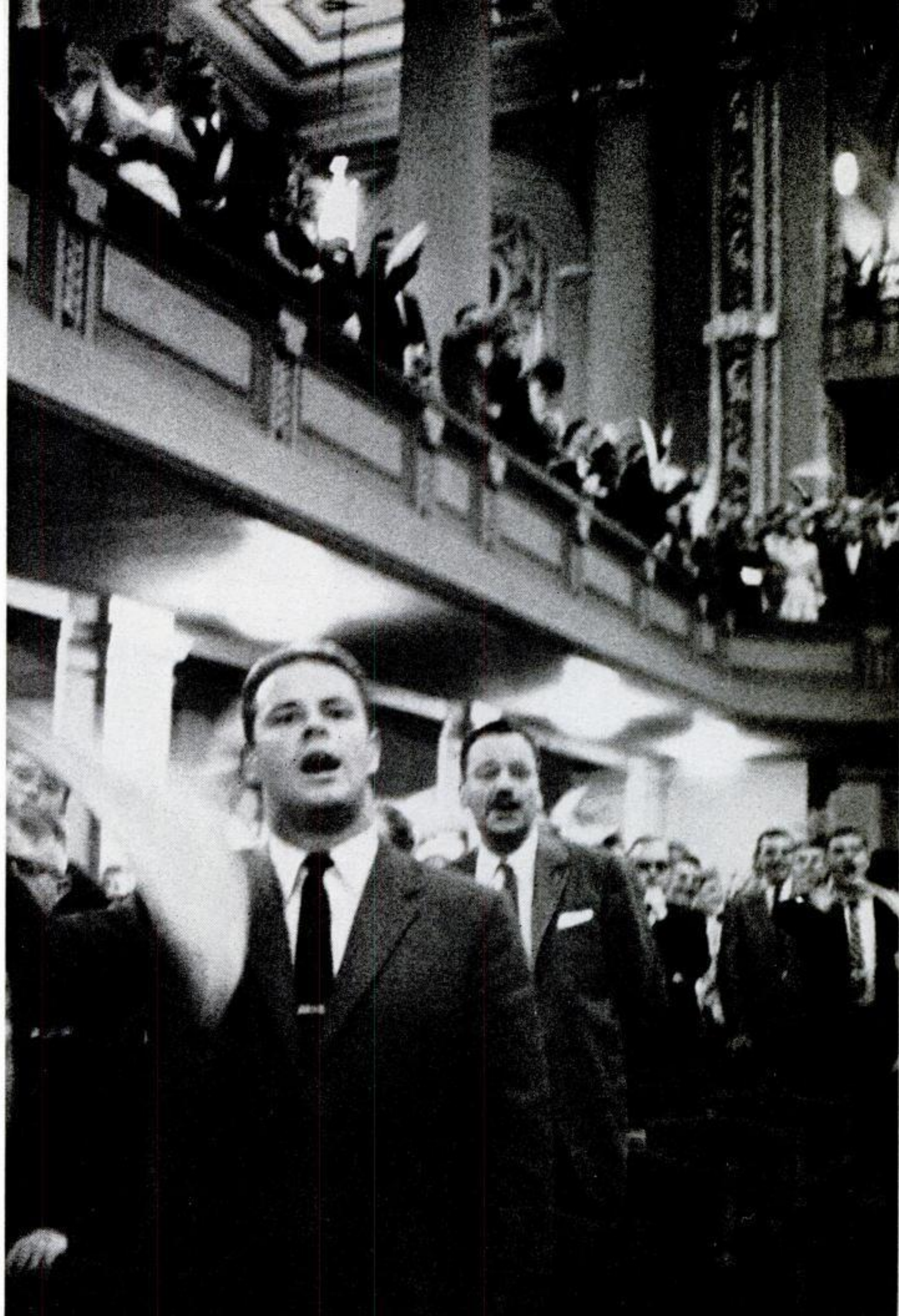
IN THOUGHTFUL MOMENT Hansen (*second from left*) stands with Room-mate Joseph Clayton (*left*) and two classmates (*right*), waiting for commencement procession to form. Clayton is head of glee club and member of Whiffenpoofs.

GETTING HIS DIPLOMA in Silliman College quadrangle, Hansen takes it from Dr. Luther Noss, master of Silliman. When Hansen read diploma later he learned for first time that he had graduated *magna cum laude*—with high honors.

and a diploma



NOSTALGIC CHORUS during glee club concert brings audience to its feet, waving handkerchiefs and singing, "For God, for country, and for Yale!"



CONTINUED

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FAREWELL TO A FRIEND brings Hansen to Yale's great swimming coach, Bob Kiphuth. Kiphuth became fond of Hansen, who was a short-distance star. Here Kiphuth explains to Hansen, who will teach swimming at camp this summer,

how to use bamboo pole to prod swimmers to the side of a pool for instruction. With this, Hansen said goodbye to the man who, he says, had done more for him at Yale than anyone else, and then left the pool where he had won his cherished Y.



Starting off...

... the smoothest way is on a modern ASPHALT highway

Modern Asphalt paving is "a marriage" of comfort and safety. Of economy and scientifically built-in durability!

For your comfort, there are no expansion joints on smoother-riding Asphalt highways. No seams . . . so no thump . . . thump . . . thump!

For your safety, modern Asphalt pavements are glare-absorbing; you see traffic lanes easier day and night. Asphalt highways are traction-textured, too, to give

you high skid-resistance in all weather.

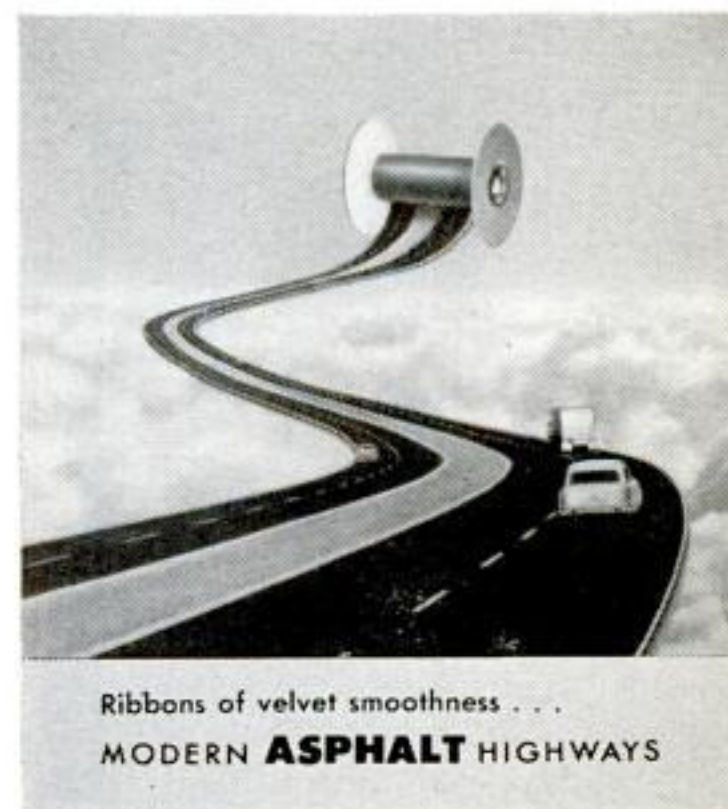
On top of all this, modern Asphalt paving is the last word in economy and durability. You save up to 10% and sometimes up to 50% on paving costs alone—and modern Asphalt pavements *cost no more to maintain!* They're *scientifically* designed to stand up under today's and tomorrow's heaviest traffic. So speak out for Asphalt paving. For more information, write for the booklet "... From the Ground Up."



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Support grows for forests and foresters. The great northwest lumber industry depends on ageless forests but has very modern problems. James Stevens, West Coast Lumberman's Association, explains: "LIFE's report on northwest lumber industry had giant impact. Recognition of problems confronting the industry encouraged small and large foresters to continue their efforts in planned forestry. LIFE gained public support; helped stimulate growth of the entire industry."

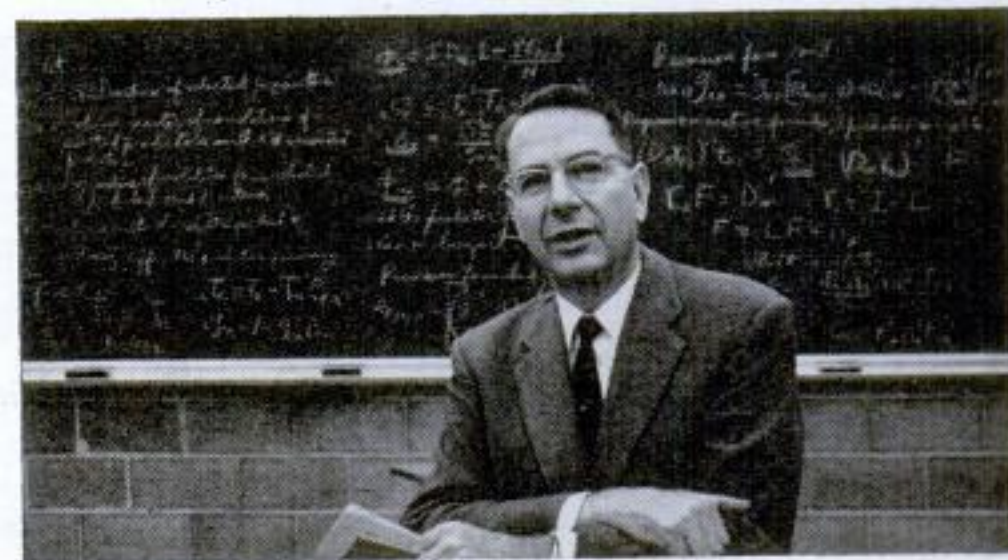
How people respond to **LIFE** in



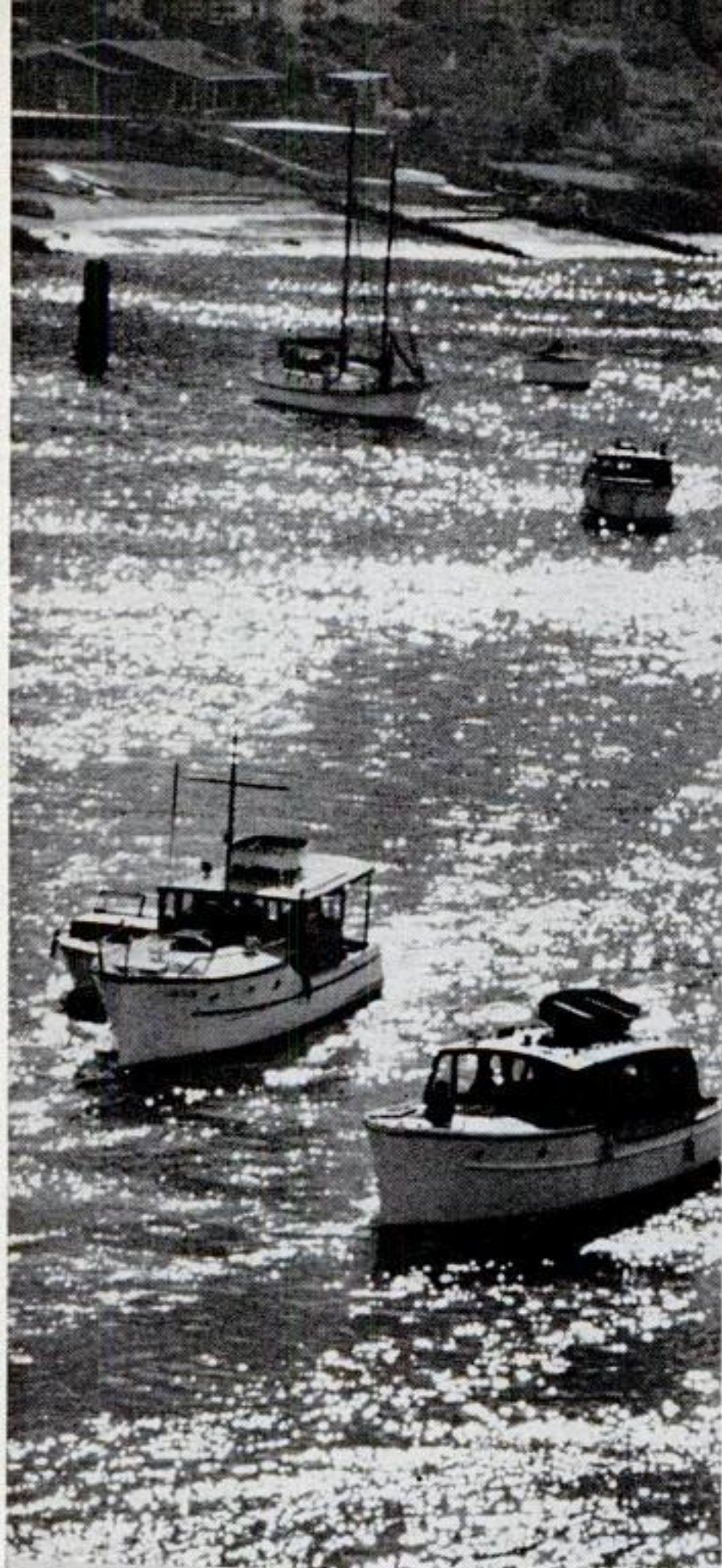
Busy mother gets busier. LIFE's 1955 story on her "80-Hour Week" brought Mrs. Delmer Tweten a lot of excitement and letters from as far away as Germany. She adds: "We appeared on TV and won a trip to Hollywood. Even now strangers recognize us and comment on the LIFE article that started it all."



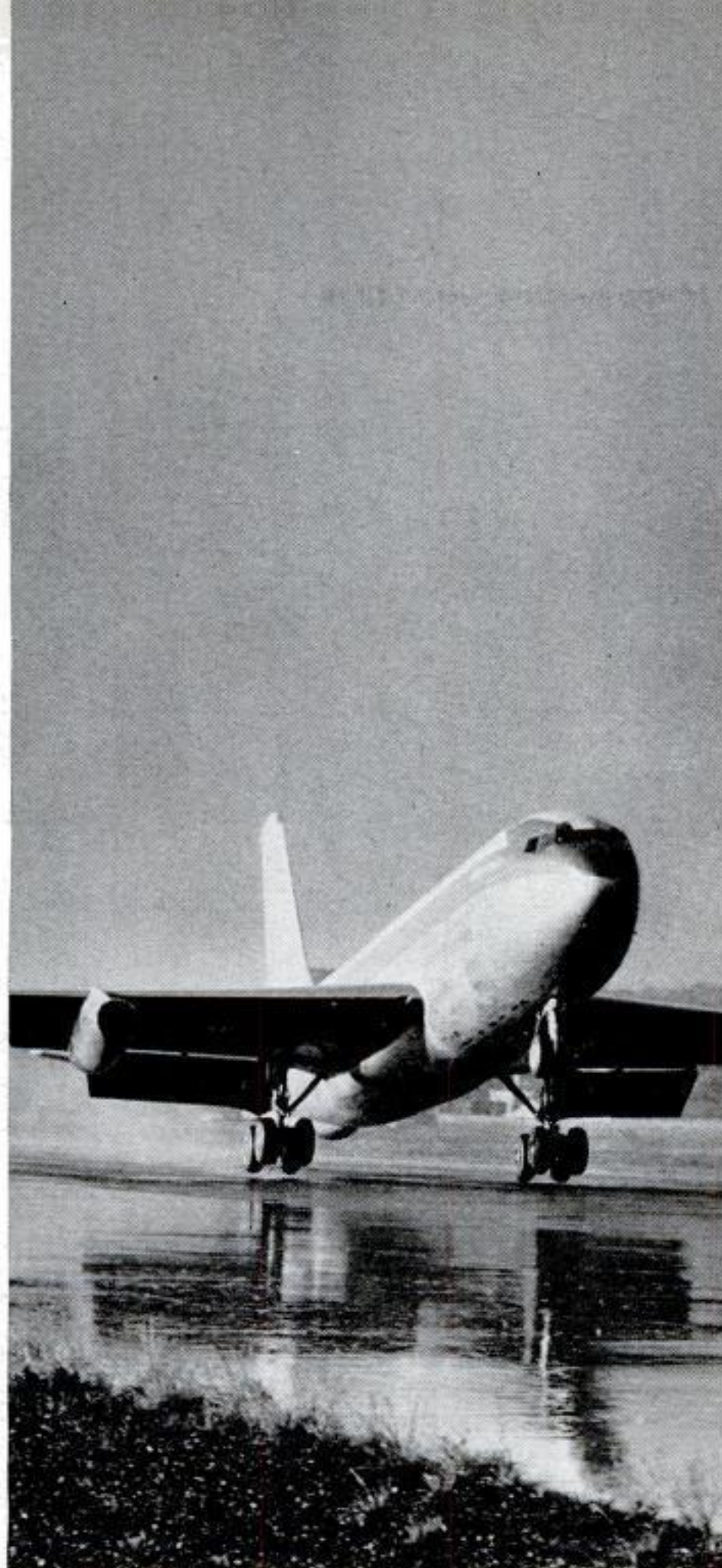
Teacher's pictures make the grade. In 1955 LIFE printed Emmons Williams' spontaneous "Report Card Story." He says: "LIFE sold out in our area. Judges, corporation executives wrote urging the children to 'forge ahead.' Many grades improved markedly. I got letters from educators everywhere congratulating me on the pictures."



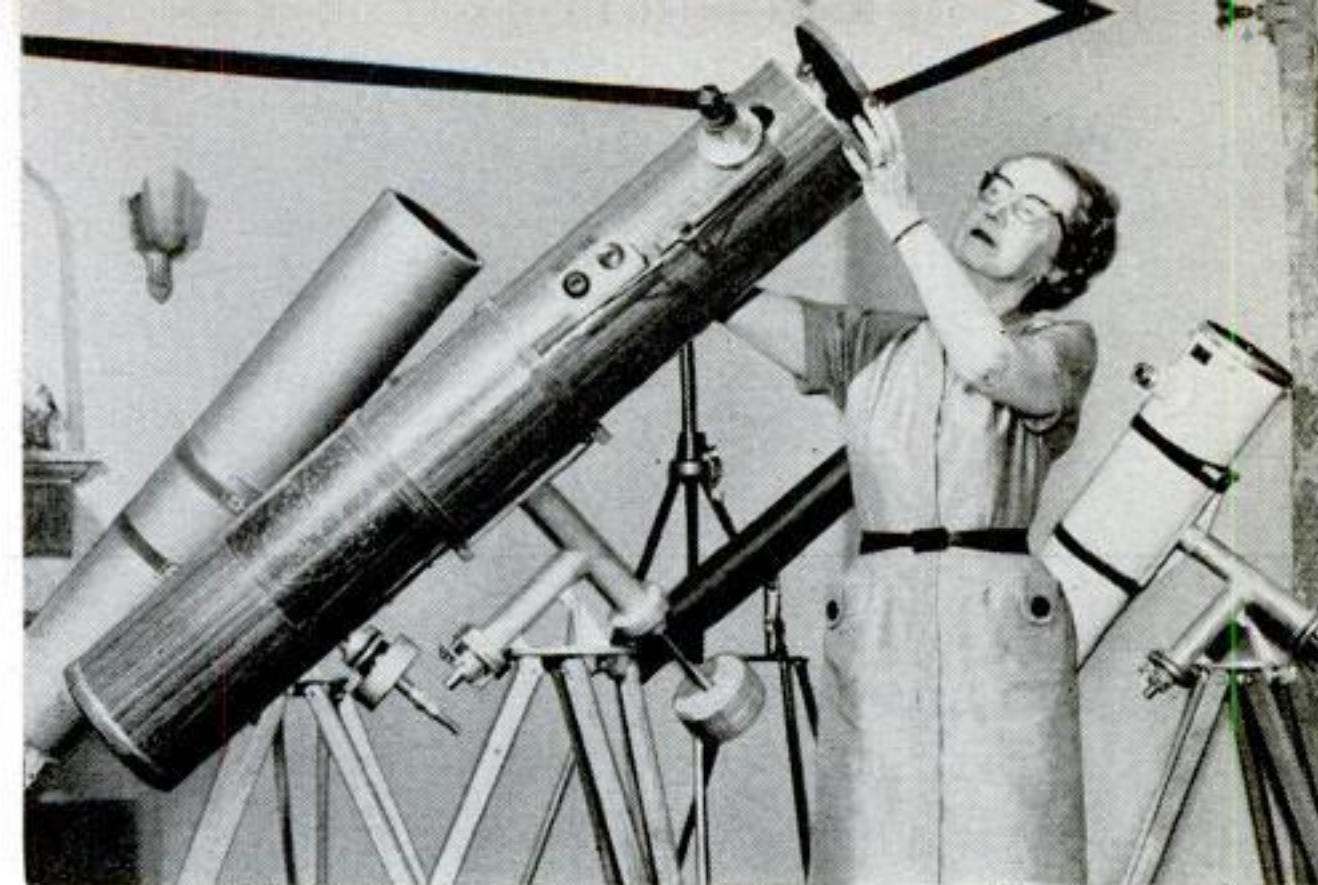
Psychologist looks ahead. When LIFE reported on U. of Washington's Dr. Paul Horst and his academic form chart to forecast students' grades, he said: "Tremendous interest was whipped up among students. Universities requested details; I was invited to talk about the guidance plan before educators' groups across the country."



Boating booms. "LIFE's wonderful coverage of boating (1955) made a big splash," says Charles J. Frisbie, past Commodore Corinthian Yacht Club, "for Seattle has the second largest boat registration in the world."



Jet advance aired. "LIFE's '55 article on the first commercial jet order—for Boeing 707 Jet Stratoliners—brought huge response from air-minded U.S.," notes J. Bruce Connelly, V.P. Boeing Airplane Company.



New comet discovered. LIFE's 1955 article on the Amateur Astronomical Society led to a 500% increase in junior membership. Two of the boys discovered a new comet. Advisor-author Florence A. Grondal adds: "LIFE is responsible for our successful junior program."



Concert echoes far and wide. Symphony Conductor Milton Katims who delights in taking great music to people informally writes: "After LIFE's 1955 story on our musical family night, requests snowballed for similar concerts elsewhere."

SEATTLE

LIFE leaves a lasting impression on the people and communities it reaches—and covers. That's because though LIFE's scope is worldwide, LIFE's impact is uniquely personal. LIFE moves people to thought and action because people *respond* to LIFE—and keep on responding.

A typically responsive LIFE community is Seattle, the fabulous northwest port. If the spirit of the Indian Chief, Seattle, returned, he'd still find the ice-cream cone peak of Mt. Rainier... lush green forests... deep blue lakes. But he'd never recognize the traffic jams on the water... the busy coming and going of traders, tourists and residents. Practically everyone owns a boat—and parks it outside his home. Where else could an obstetrician go sailing while his wife runs up diapers on a flagpole at the dock to signify a patient's departure for the hospital?

Business flourishes in Seattle. LIFE families flourish, too, from teeming International District to peaceful Queen Anne Hill where roses often bloom on Christmas Day.

Seattle is so full of life that LIFE is a natural for it. As it does throughout the country, LIFE *reaches 3 out of 5 Seattle households* in a 13-week period and plays an important role regularly.

Here are stories of some Seattle residents who can personally testify to the fact that people everywhere *respond* to LIFE with the result that exciting things happen—and keep on happening—to the individuals, the businesses, the products that appear in LIFE.

LIFE 9 Rockefeller Plaza, New York 20, N. Y.



Experience shared. Mrs. John Stouffer says, "Just a week ago a couple visited our home seeking information about our inspiring experience ('A Father Sees His Child Born,' LIFE 1955). They and hundreds more who wrote us were so moved by the story that they still write, and many have become good friends. My mother, a nurse in Los Angeles, says my story made her a celebrity, too!"

Beauty wins friends. Beverly Kaye Solid, "All-American Girl at Her Beautiful Best" (LIFE '56) says: "Having my picture in LIFE brought the whole world close. I received hundreds of letters and am still receiving mail, but the letter I prize most is from a college student in Kyoto, Japan, in perfect English, complimenting me and wishing me good fortune."



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CHIANG VERSUS COMMUNISM: HIS PERSONAL ACCOUNT

China's long-time leader reveals how Reds repeatedly sabotaged 'coexistence'

by CHIANG KAI-SHEK

"Chiang Kai-shek is the only chief of state who, after falling victim to Soviet aggression, has re-established an effective government and made it the nucleus of a powerful opposition to Communism. He is the only leader of a major people who can tell, step by step, how the Russian Communists seized control of his country under the cover of what is now called 'peaceful coexistence.'"

These words by Dr. George Yeh, foreign minister of the Republic of China, succinctly set forth the credentials of the author of this article, the president of the Republic of China. Here, and in

a second part next week, the great military and political leader of China describes and analyzes his country's repeated attempts over 25 years to make coexistence with Communism work. The articles are drawn from the Generalissimo's first full-length personal account of free China's rise and fall which will be published next week under the title *Soviet Russia in China: A summing up at 70* (Farrar, Straus and Cudahy, \$5). Written in Chinese, the book was translated into English by a staff supervised by the Generalissimo's American-educated wife, Madame Chiang Kai-shek.

I OWE it to my people and to the world to give a truthful account of the circumstances which compelled my party and my government to try "peaceful coexistence" with Soviet Russia and with the Chinese Communist party on three occasions between 1923 and 1949, resulting in the sabotage of our national revolution and the total loss of the Chinese mainland.

In presenting this record I am filled with mixed feelings. On the one hand, I am fully aware that my country was driven to temporary alignment with Soviet Russia in spite of being well acquainted with the treacherous character and the aggressive aim of international Communism. On the other hand, I can proudly lay claim to the fact that I have incessantly fought Communist aggression and Communist ideas for the last 30-odd years. It is my earnest hope that the bitter lessons which China has been forced to learn may prove instructive, especially to those countries in Asia which now face the same threat.

The origins of China's three trials of "peaceful coexistence" are to be found in the aspirations for individual freedom and national independence set stirring in the world by the French and American revolutions in the 18th Century and in the attempts of Russia, Japan and various powers of Western Europe to dominate and partition China in the 19th and early 20th centuries. While the European colonial powers acquired leased territories and concessions on China's eastern seaboard, and from there extended their political and economic tentacles into the interior, Czarist Russia and Japan encroached upon north and west China. A series of unequal treaties imposed upon her turned China into a semicolonial state. After 1900 only the Open Door policy of the U.S. prevented dismemberment of the country and made it possible for China to retain a nominal independence.

In 1895 a young Chinese medical doctor in exile named Sun Yat-sen had founded in Honolulu a movement which later became the National People's Party, or Kuomintang, with the unbelievably ambitious aim of overthrowing the monarchical system which had existed in China for 40 centuries. Dr. Sun's ultimate objective was to free China of foreign domination and set the country on the road to political and social democracy. In 1911 he and his followers finally overthrew the Manchus and established a republic. But Manchu remnants and regional war lords, with the help of some foreign powers, soon overthrew the young republic, and the country was plunged into chaos. In 1917 Dr. Sun and his followers set up a new revolutionary government in Canton, in southern China, and worked there to rally the country against the war lords. Dr. Sun repeatedly sought the aid of the Western powers, but in vain. For practical purposes the republic which had been founded by Dr. Sun ceased to exist.

Such was the condition of China when the Russian Communists, in the first flush of their capture of political power in 1917, promised to help Oriental nations achieve independence. Russian Communism's promise of world revolution and the creation of a permanent, ideal state for all mankind electrified progressive elements in Asian countries where a century of Western colonial rule had

sown deep discontent. Those working for our national revolution in China welcomed the Soviet offer of aid as a godsend.

The Western colonial powers at this time seemed to be interested only in restoring their special rights in China, which had diminished during World War I. Soviet Russia alone expressed friendliness for China. In 1918 and again in 1919 the Soviet government declared its intention to discontinue Czarist aggression against China in all its forms, relinquish extraterritorial rights in China and Mongolia and "return to the Chinese people" all that had been taken from them. A formal declaration to this effect on July 25, 1919 gained widespread Chinese goodwill for Russia.

This timely move enabled Moscow to pursue a double-faced China policy. The Soviet foreign office delayed and protracted negotiations to implement its declaration until May 31, 1924, when a Sino-Soviet agreement was signed. In the meantime the Communist International proceeded to set up a Chinese Communist party, sending to China a succession of Moscow Communists to direct its formation and to arrange the cooperation of our Kuomintang party both with the new Chinese Communist party and with the Russian Communist party. On Jan. 26, 1923 Adolf Joffe, a representative of Moscow, and Dr. Sun issued a joint statement which in its very first paragraph set forth the basis of Dr. Sun's policy of alignment with Soviet Russia, as follows: "Dr. Sun holds that the Communistic order or even the Soviet system cannot actually be introduced into China because there do not exist here the conditions for the successful establishment of either Communism or Sovietism. This view is entirely shared by Mr. Joffe. . . ."

My trip to Moscow

LATER in 1923 Dr. Sun asked me to visit Russia in order to study its party, government and military systems. Before I went to Russia I, too, had believed that the offer of the Russian Communist party to help our national revolution was motivated by a sincere desire to treat us as an equal and not with ulterior motives. As a result of my visit, however, I was completely disillusioned. I came to the conclusion that our policy of aligning with Russia and admitting Chinese Communists into our ranks could not in the long run bring us to our goal of national independence and freedom. Furthermore, I came to feel that Soviet Russia's program of world revolution was even more dangerous to national independence movements in the Orient than the old colonialism had been. On March 14, 1924, in a letter circulated to the members of Kuomintang's standing committee, I frankly stated my views: "The Russian Communist party, in its dealings with China, has only one aim, namely, to make the Chinese Communist party its chosen instrument. . . . It is the policy of the Russian Communist party to turn the lands inhabited by Manchus, Mongols, Moslems and Tibetans into parts of the Soviet domain; it may harbor sinister designs even on China proper."

Dr. Sun considered my views overcautious and unsuitable, in view of the revolutionary realities of the moment, and he stuck to

his policy of alignment with Soviet Russia and admission of Chinese Communists into Kuomintang. I was full of misgivings and for a time in early 1924 I retired to my native place in Chikow in Chekiang Province on the east coast [see map, p. 144]. It was only on the repeated orders of Dr. Sun to me as a member of the party that I returned to Canton in April 1924 and took up my appointment as commandant of the Whampoa Military Academy.

At the First National Congress of Kuomintang in January 1924, Mao Tse-tung and seven other prominent Communists were elected to the party's central executive and supervisory committees. The Communists gave assurances that "we have joined this party because we have something to contribute to it and to the cause of China's national revolution" and declared their hope that earlier members "will not entertain suspicions about us or take precautionary measures against us." This appeal had its desired effect: our party failed to take the necessary precautions. The Communists were allowed to work through their secret cells and they met no opposition whatever as they moved to seize control and to manipulate our party by plotting internal dissension and disruption. Within one year of the reorganization, Communist flames were spreading far and wide and causing grave apprehension among farsighted members of the party.

As early as June 1924 Communist elements were accused before the Central Executive Committee of conspiring to disrupt the party, and the committee subsequently ruled that Communists who had joined Kuomintang were to be held subject to its orders and discipline. Dr. Sun took note of these apprehensions in a directive at this time, to the following effect: "If the Chinese Communists should use our party to propagate Communism, to engage in class struggle and to sabotage our national revolution, we could easily take sanctions against them." Dr. Sun thus recognized the possibility that the Chinese Communists might seek to take advantage of our cooperation. But he believed that they could best be watched, controlled and checkmated within Kuomintang.

During 1925, while the Communists stepped up their disruptive efforts, I, as leader of our party's armed forces, directed a series of military operations which secured our control of Canton and the whole of Kwangtung Province around it. Our general headquarters in Canton was declared to be the national government, in opposition to the government of the northern war lords in Peking, and

the party's armed forces were renamed the National Revolutionary Forces. The time had come to launch the northward expedition which Dr. Sun, now dead, had always planned in order to defeat the war lords, unify China and establish a national government for the whole country. In January 1926, at the second National Congress of Kuomintang, I proposed that the northward expedition be undertaken as planned.

At this point the Communists instituted a smearing campaign against me, describing me as a new war lord and as a counterrevolutionary. Wang Ching-wei, a Kuomintang member who had become chairman of our national government, had fallen under the Communists' spell, and I realized during this period that he was already in collusion with them. Michael Borodin, the Russian political adviser to Kuomintang, who at first did not oppose the northward expedition, was suddenly recalled to Moscow. General Kissanka, head of the Russian military advisory mission, openly took steps to sabotage the expedition. For a while I could not decide whether to adopt a negative attitude and resign my military commands or take positive measures to carry out Dr. Sun's plan. In February I did resign, informing Wang Ching-wei that if he wished me to stay on, Kissanka should be asked to return to Russia. Instead Wang, without accepting my resignation, hinted that I should leave Kwangtung and intimated that my life would be in danger if I remained. If I had left without my resignation accepted, I could have been accused of desertion. I was indeed in a quandary.

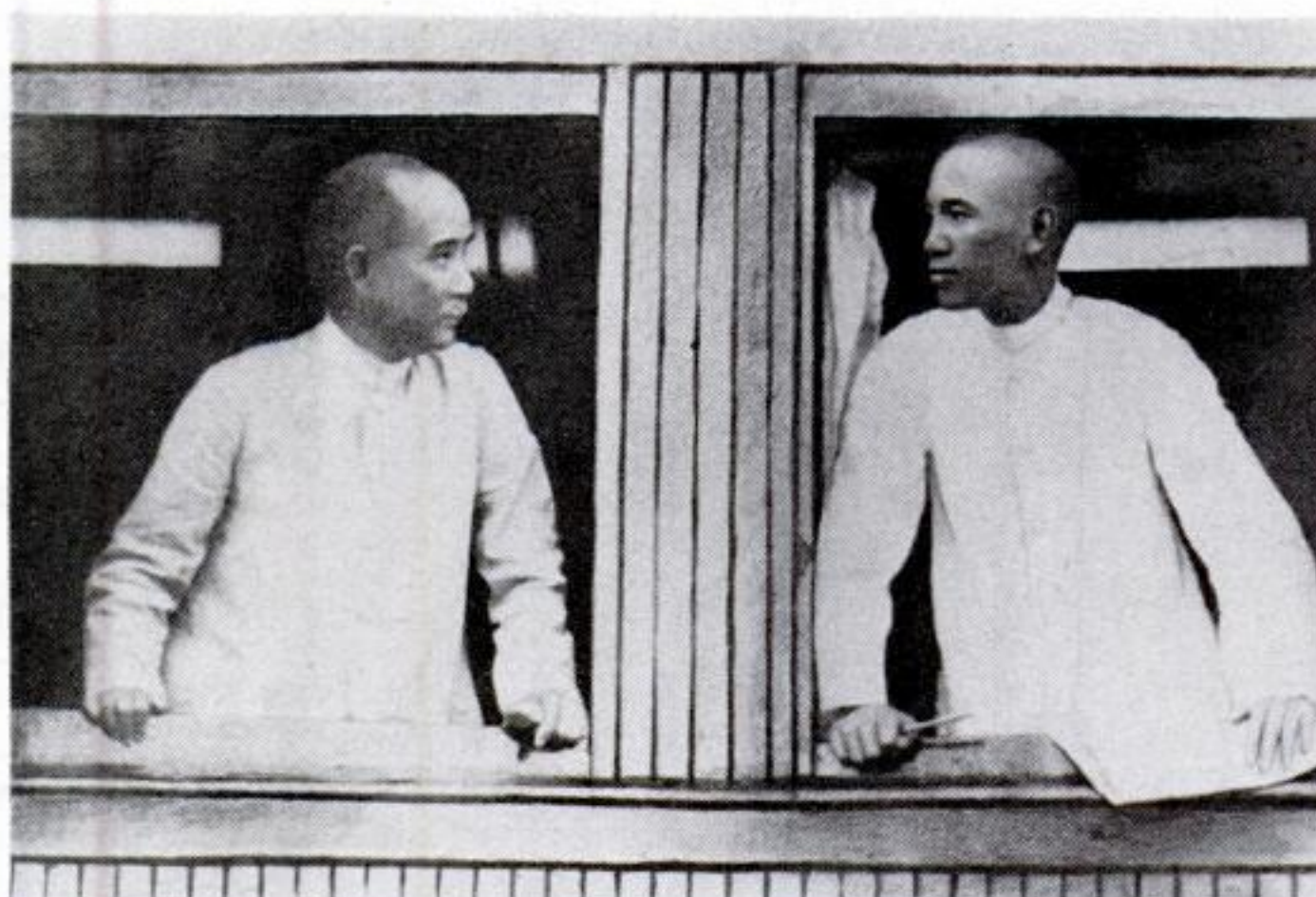
The 'Chungshan' incident

MY doubts were resolved with the historic incident of the gunboat *Chungshan*. Li Chih-lung, a Communist who was acting director of our Naval Forces Bureau, sent the *Chungshan* down river from Canton on March 18 to load coal for a long voyage, saying falsely that he had done it at my orders. Through the night of March 19, when the ship returned to Canton, its engines were kept running with lights on and the most rigid precautions enforced aboard. I sensed a Communist plot, suspecting that they intended to stage a revolt to embarrass me. That night I decided I could no longer put off a decision. On the morning of March 20, in my capacity as Canton's defense commander, I declared martial law, had Li Chih-lung and other leading Communists arrested, and

CONTINUED



WITH HIS MOTHER IN CHIKOW IN 1920



WITH HIS LEADER, DR. SUN YAT-SEN (LEFT), ON TRAIN IN CANTON IN 1923



WITH HIS BRIDE MAYLING SOONG, 1927

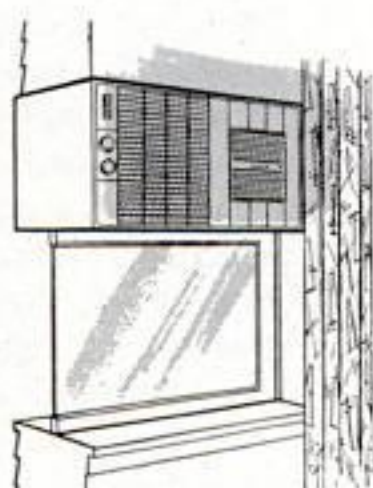
SOLDIER-STATESMAN'S RISE TO POWER

Chiang Kai-shek, son of a salt merchant of Chikow in eastern China, was born in 1887 at a time when China's feudalistic society was beginning to crumble under the fading imperial rule of the old Manchu dynasty. Chiang went to military schools in China and Japan. In Tokyo he met Dr. Sun Yat-sen, founder of the Tungmenghui revolutionary party, which was later called Kuomintang. When Sun returned to China in 1911 to lead a revolt against the Manchus, Chiang became one of his regimental commanders. Through the confused struggles that followed, Chiang's extraordinary abilities both as a military leader and as a party organizer were quickly recognized. In 1916 he became Sun's chief lieutenant.

In 1917 Sun and Chiang organized a parliament in Canton and in 1921, when Sun became the new government's president, Chiang took on several important jobs for him. At Sun's death in 1925 Chiang took over the leadership of Kuomintang's right wing. All China at that time was divided, Kuomintang and the Communists quarreling with each other and independent war lords ruling large areas. But by 1927 Chiang solidified his control of south China. That same year he married Mayling Soong, whose sister had married Sun Yat-sen. She has remained his close adviser. In 1928 Chiang was elected president of the national government and with brief interruptions has been head of the government ever since.

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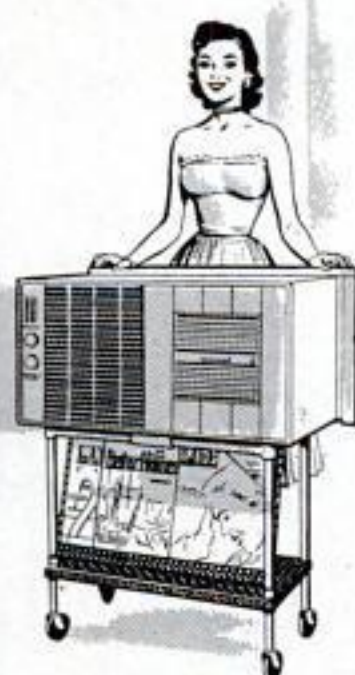


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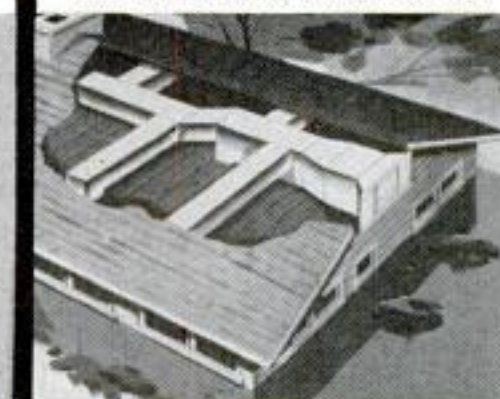
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WHERE CHIANG FOUGHT COMMUNISTS

The struggles between the Nationalists and the Communists took place over the enormous area shown on this map. Originally the seat of Nationalist power was in the Canton region in southern China. There, in 1926, through political and military maneuvers, Chiang destroyed the Communists' power. The next year, through quick-striking military campaigns, he extended his government's rule over most of the southern half of the country. But five years later the Communists had gained control over three large areas along the coast with their headquarters at Juichin. While subduing these pockets, Chiang's armies were temporarily sent north to Shanhaikwan to meet the 1931 Japanese attack along the Great Wall. They returned to quell the Communists who thereupon embarked on a one-year, 6,000-mile flight which eventually ended in Yen-an in the north.

During World War II, Chiang's troops kept the Communists blockaded in Yen-an, but the postwar truces enabled them again to expand. Russia meanwhile had taken over control of Manchuria, held by Japan since 1931. It was in Manchuria that the Chinese Communists, with Soviet aid, built up the overwhelming strength which finally led to their conquest of the entire mainland in 1948-50.

CHIANG KAI-SHEK CONTINUED

disarmed the forces of a Communist "strike committee." Simultaneously I sent troops to regain control of the *Chungshan*.

Only after it was all over did I learn the full extent of the Communists' plot. They intended to seize Canton. They also planned to seize me on the *Chungshan* when I boarded it to return to the military academy at Whampoa. They would then have sent me as a prisoner to Russia via Vladivostok, thereby removing the major obstacle to their scheme of using the national revolution to set up a "dictatorship of the proletariat."

The Communists' failure to seize Canton led to a turning point in China's national revolution. Kissanka was ordered to return to Russia. Wang Ching-wei, pleading illness, renounced all political responsibility and departed secretly for France. I asked that Borodin be sent back to China, and in subsequent discussions with me on the relationship of the Chinese Communists to Kuomintang he was extremely conciliatory. We were able to reach an eight-point understanding whereby Communists in Kuomintang were to be subordinated to non-Communist members and completely subject to its direction. The outcome at Canton also removed the last obstacle to the projected northward expedition, which in turn reversed the trend toward Communist ascendancy.

By March, 1927, the northward expedition had accomplished its initial aims and reunified China from Canton to the Yangtze River.

The Russian and Chinese Communists immediately sought to take advantage of our successes. Moscow, feeling that Michael Borodin was not aggressive enough to deal with what it called "a

new revolutionary situation," dispatched to China two extreme activists, M. N. Roy and Tan Ping-shan. The Chinese Communists were directed to seek control of labor unions and farmers' associations, foment rural uprisings, create their own army and at the same time try to seize control of our armed units by infiltration. Borodin persuaded some "leftist" members of the central executive committee of Kuomintang to set up at Wuhan, in Hupeh Province in central China, a "joint conference" which claimed to exercise "the supreme power of the Party." When our forces took Nanking, Communist elements inspired disorders among our troops which led to the loss of several foreign lives. In Shanghai the Communists armed labor pickets and schemed to start uprisings.

On March 26 I hurried to Shanghai to take personal command. The situation there was brought under control only when, in April, the revolutionary forces disarmed the Red pickets and placed Communist saboteurs under surveillance.

Evidences of Communist subversion, treason and attempts to sabotage the revolution then led to a series of moves by Kuomintang to rid the party of Communists. A special committee resolutely purged Communists from party organs in Nanking, Shanghai and Canton. The national government, now established in Nanking, and Kuomintang next decided upon a general purge of the party. The Wuhan "leftists" at last realized, as the result of direct intervention in their affairs by Stalin, that Moscow was taking advantage of our national revolution to communize China, and in July the so-called Wuhan government took steps to expel the Communists. Borodin then had no choice but to return to Russia.

The same event compelled General Bluecher, also known as Galen, the head of the Russian military advisory mission, to

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CHIANG KAI-SHEK CONTINUED

leave China. In my opinion he was an outstanding general, a reasonable man and a good friend who had none of the traits associated with Bolsheviks. When he came to bid me goodbye in Shanghai, I said to him, "We may have another opportunity to work together, so please do not feel so badly about your leaving." He replied, "I hope, too, that this is not the last time we shall see each other. So, till we meet again!" Later on I asked Stalin several times to let General Galen come back to China. Stalin never replied. Only in 1939 did Stalin disclose to my government that General Galen had been executed for succumbing to the charms of a Japanese spy!

The Wuhan regime's rupture with the Communists forced Stalin to resort to a direct attempt to set up a Communist regime in China. Under the direction of Heinz Neumann and Besso Lominadse, who were now dispatched to China from Moscow, the Chinese Communists attempted armed uprisings in Nanchang, Canton and other cities. Loyal forces suppressed the uprisings. Neumann and Gerhart Eisler (a German Communist who later operated in the United States) directed an armed uprising in Canton, our southern revolutionary base, on Dec. 11. Loyal troops and trade unionists, rallying to us in dare-to-die corps, speedily put down the rebellion. Subsequent investigations proved that it had been planned at the local Russian consulate and in Soviet commercial organizations. The national government therefore ordered all Soviet establishments in the country to close, terminating diplomatic relations with Russia.

The failure of the Communists' ambitious scheme during our first period of "coexistence" put off Communist control of the Chinese mainland for 23 years. There followed a partial interim in our trials of "coexistence," when the national government under my leadership decisively defeated the armed forces of the Chinese Communists, encountered the beginnings of renewed external aggression from Russia and Japan, re-established diplomatic relations with Russia, and finally, in 1937, was plunged into eight years of open warfare with Japan. During this period the Chinese Communists, upon Moscow's orders, publicly declared their purposes to include "overthrow of the national government" and "establishment of a Soviet form of government," and then, after their armed forces had been defeated in the field, perfected their tactic of calling upon the national government to "stop the civil war and unitedly resist Japan." Thus the Chinese republic had at the same time to deal with rebellion and sabotage while resisting the aggression of the Japanese militarists.

BETWEEN 1930 and 1935, the national government conducted five military drives against the Chinese Communist forces. The first two campaigns were inconclusive. The third was proceeding satisfactorily when, on Sept. 18, 1931, Japanese troops attacked Mukden in Manchuria, forcing the government to transfer to the north forces which had been quelling the Communist rebellion. Chinese Communists and fellow travelers immediately organized student demonstrations to embarrass the government and spread the slogan, "Unless Chiang goes, it is impossible to fight Japan."

Their propaganda and intrigue created a crisis which threatened to lead to national disunity. In the interest of the nation I felt it incumbent upon me to tender my resignation as president of the republic and commander of the national forces in December. On the following Jan. 28, however, the Japanese navy attacked Shanghai. The Communists immediately utilized the situation to spread their Soviet areas and to establish a so-called Soviet Provisional Central Government at Juichin, in Kiangsi Province. At this time they controlled 39,000 square miles of territory in seven provinces of central and southern China. People both in and outside the government unanimously demanded that I resume my post and lead the nation in this hour of danger.

When the hostilities in Shanghai had terminated, I announced it as my policy to make internal pacification—that is, suppression of the armed Communist rebellion—a prerequisite to resistance against the external aggression of Japan. Plans for a fourth Communist-suppression campaign were immediately adopted. In January 1933, when a decisive victory was practically in sight, Japanese troops invaded Shanhaikwan, a mountain pass along the Great Wall. Once again the national government had to send troops to north China and call off the campaign against the Communists.

In October 1933 the fifth and decisive campaign was launched as a combined military and political effort. Within one year the area under Communist control had been reduced to 800 square miles in five provinces, only a 50th of what the Communists had

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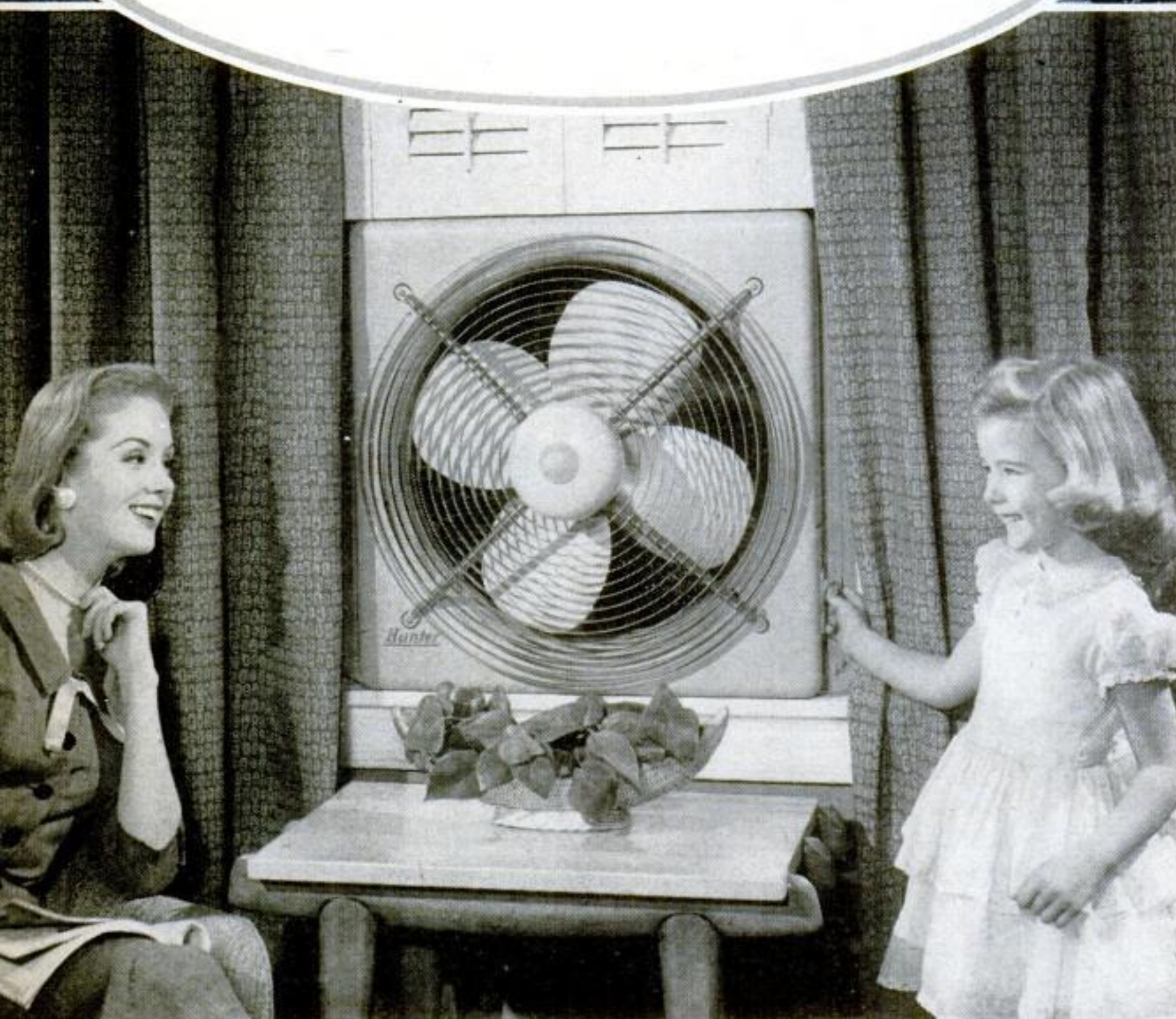
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WITH KIDNAPER, Chang Hsueh-liang (left), Chiang (right) attended a public function in 1936, shortly before Chang held him prisoner in Sian.

CHIANG KAI-SHEK CONTINUED

controlled in 1932. The Communist leaders scattered, quarreling among themselves and with Stalin's representatives over what to do. Mao Tse-tung and Peng Teh-huai (who later was to command the Chinese Communist armies in Korea) fled to northern Shensi, where Mao established himself at Yen-an. At the end of the long flight only some 5,000 armed Communists were left. By 1935 the Chinese Communists were at a military dead end. Mao and Chu Teh decided to surrender, and approached the government for "cessation of hostilities and negotiations for peace."

The Chinese government's situation at this time was complex. We had defeated the armed Communist rebellion, but the national government still had to fight on two diplomatic fronts: against Japan and against Russia. Tokyo had presented demands which, if rejected, would mean open war with Japan; or, if accepted, would mean the end of China as an independent nation. The Soviet government had adopted a neutral attitude toward the Sino-Japanese conflict. But the Chinese Communists, working through "popular front" organizations, were calling upon the government to stop its campaign against the Communists and unite to resist Japanese aggression. Japan and Russia, notwithstanding appearances to the contrary, shared a common objective: they both intended to isolate us from the Western powers, especially from the United States, so that we would be an easier prey to them.

In these circumstances I decided that China in its foreign policy should rely upon cooperation with the democratic nations within the framework of the League of Nations, avoiding either positive alignment with Soviet Russia or surrender to Japan. At the same time I took the view that our situation required a serious effort to arrive at a diplomatic understanding with the Soviet government, and, if possible, a political settlement with the Chinese Communists at home. As early as 1932, the national government and the Soviet government had agreed in principle to resume diplomatic relations, but serious differences had prevented any real resumption of relations. Now renewed efforts were stimulated by the quickening Japanese aggression, resulting in the Sino-Russian nonaggression pact of 1937. This non-aggression pact should have been the basis of "peaceful coexistence" between China and Russia. As we shall see, "peaceful coexistence" in practice meant something very different.

At home, my view was that the Communist armed forces must be disbanded before the Communist problem could be considered a political issue and solved as such. After protracted discussions with Chou En-lai and Pan Han-nien, who directly represented the Communist International, the Chinese Communists agreed to obey my orders, integrate their army into the national army, and reorganize their so-called regional "Soviets" as local organs subject to the national government. Understanding had been reached on practically all of these points, and all that remained was to get my final approval, when the "Sian Incident," involving me, occurred.

The Communists had been concentrating their propaganda for "peace" and unity upon two military leaders in Shensi Province, Chang Hsueh-liang and Yang Hu-cheng. Chang, known as "the young marshal," was a son of "Old Marshal" Chang Tso-lin who had opposed our northward expedition. In Sian, the capital of Shensi, he and Yang were shielding Communist

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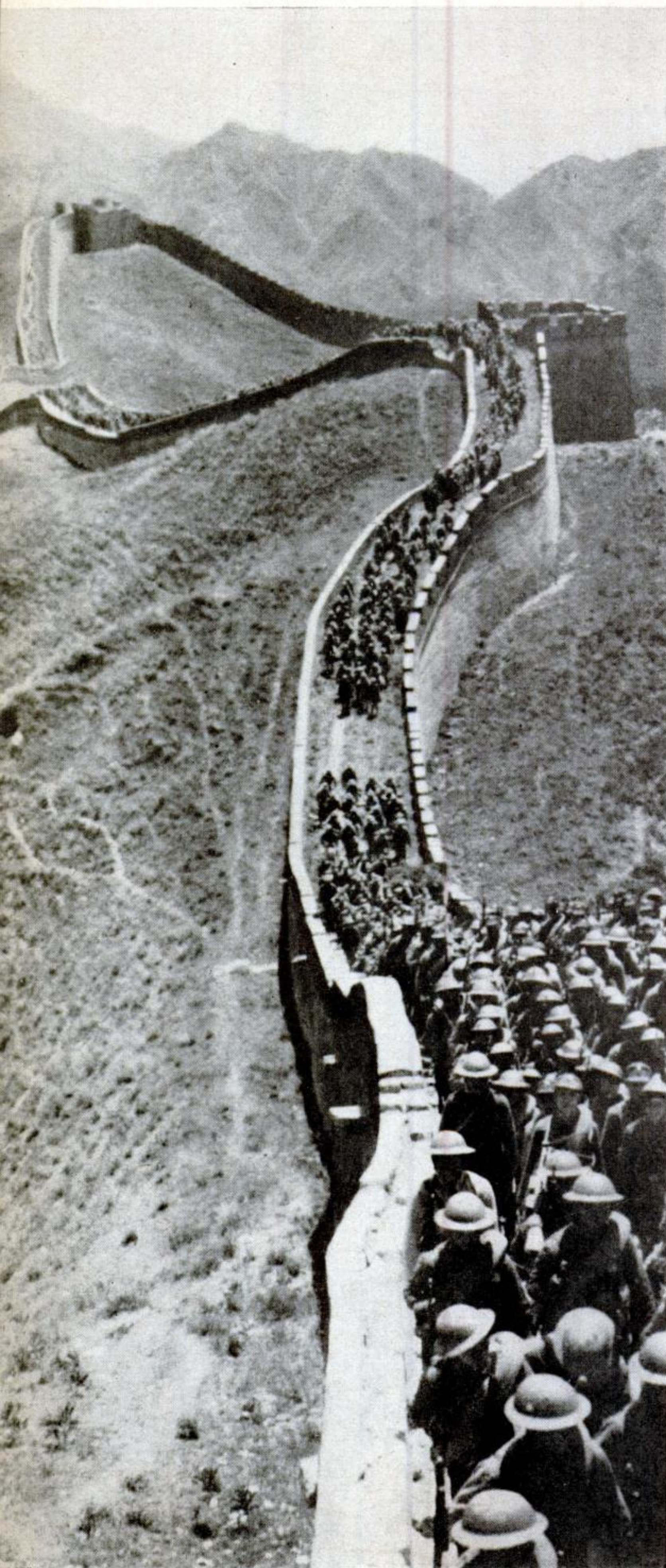


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ADVANCING ON THE JAPANESE, Chinese troops make use of the Great Wall to move up to front after Japan attacked in northeast China in 1937.

elements and front organizations opposing the national government, and I went to Sian in the hope of stabilizing the situation.

On Dec. 12, 1936, in the dead of night, I was suddenly seized by men under Chang Hsueh-Liang and Yang Hu-cheng. When Chang came to see me in the quarters where I was detained, I admonished him by saying: "Either for your own sake or for the sake of the nation, the only thing for you to do is to repent at once and escort me back to Nanking. You must not fall into the trap set by the Communists. Repent before it is too late."

Chang begged me to control my anger and hear him out. I cut him short and forbade him to touch on any political subjects. It was not until the third day of my captivity that Chang finally mumbled eight demands, calling for my acceptance of the Communist program of "peace" and "national unity" that he and the others had previously agreed upon. In reply I said: "So long as I am captive, there can be absolutely no discussion."

At the time I thought the Communists would seize upon this rare opportunity either to force me to accept the demands or to kill me. For to the Communists this meant life or death. I was prepared to sacrifice myself if necessary.

On Dec. 22 my wife suddenly arrived in Sian. The first thing I said to her when we met was: "You have come to be with me in my hour of peril. I believe you have done this out of consideration for our national interests and not for personal reasons alone. National interests must come first. If the rebels should ask you to persuade me to sign any terms you must refuse. We would rather die than accede to these demands." I am proud to say my wife was equally determined. "I am here to share your fate," she avowed.

Three days later, on Christmas Day, we safely returned to Nanking without having to subscribe to any conditions.

A FEW months before the outbreak of the Sino-Japanese war in 1937, the Central Committee of the Chinese Communist party promised in a public declaration to abolish its policy of armed uprisings and integrate its Red army forces into the National Revolutionary Forces, and I publicly welcomed the offer. Thus began our second attempt at "coexistence."

At the time I fully believed that the Chinese Communists had repented and were sincere in their expressed readiness to join the rest of the nation in the fight against aggression. Besides, even when directing military campaigns against the Communist troops I regarded them as Chinese and hoped they would eventually become loyal to the nation again. It was also my belief that with adequate vigilance and precautions they could be kept in line.

No one could have foreseen that in their subsequent actions the Chinese Communists would go completely against their solemn pledges. I, too, was overconfident, and this led to tragic consequences afterward. Though it has been a matter of great humiliation to me personally to recount, it may not be without some value to the free world in its present struggle against Communism.

From the outset of the Sino-Japanese war, the Chinese Communists flouted in every conceivable way the understandings which should have become the basis of "peaceful coexistence." As early as the autumn of 1937, in a speech to Communist troops at Yen-an, Mao Tse-tung stated their actual line: "The Sino-Japanese war gives the Chinese Communists an excellent opportunity to grow. Our policy is to devote 70% of our effort to our own expansion, 20% to coping with the government and 10% to fighting the Japanese. This policy is to be carried out in three stages. During the first stage we are to compromise with Kuomintang in order to ensure our existence and growth. During the second stage we are to achieve a parity in strength with Kuomintang. During the third stage we are to penetrate deep into parts of central China to establish bases for attacks on Kuomintang."

During the eight ensuing years of China's war with Japan, the Chinese Communists studiously followed this line of action. They had a supreme director in the person of Stalin. The principle that Soviet Russia's interests were always put above those of the Chinese Communists themselves was amply proved by their actions throughout the period of Stalin's pact with Hitler, his traitorous neutrality pact with Japan in 1941, the German attack on Russia and, in December of that year, the beginning of the Pacific war with Japan's sneak attack on Pearl Harbor. In every instance Stalin's successive shifts of policy were followed to the letter in China by the Communist leadership and the Communist armies, at no matter what harm to them and to China's struggle with Japan.

THE outbreak of the Pacific war brought China, the United States and Great Britain together as comrades-in-arms. On Oct. 9, 1942, the American and British governments notified China's

CONTINUED

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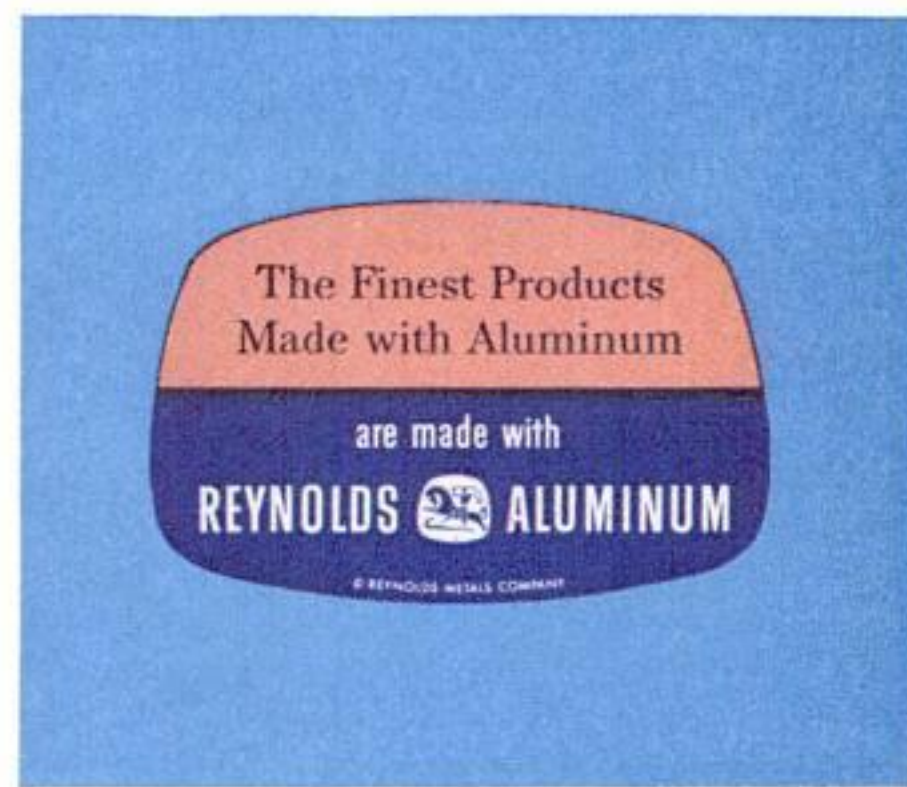
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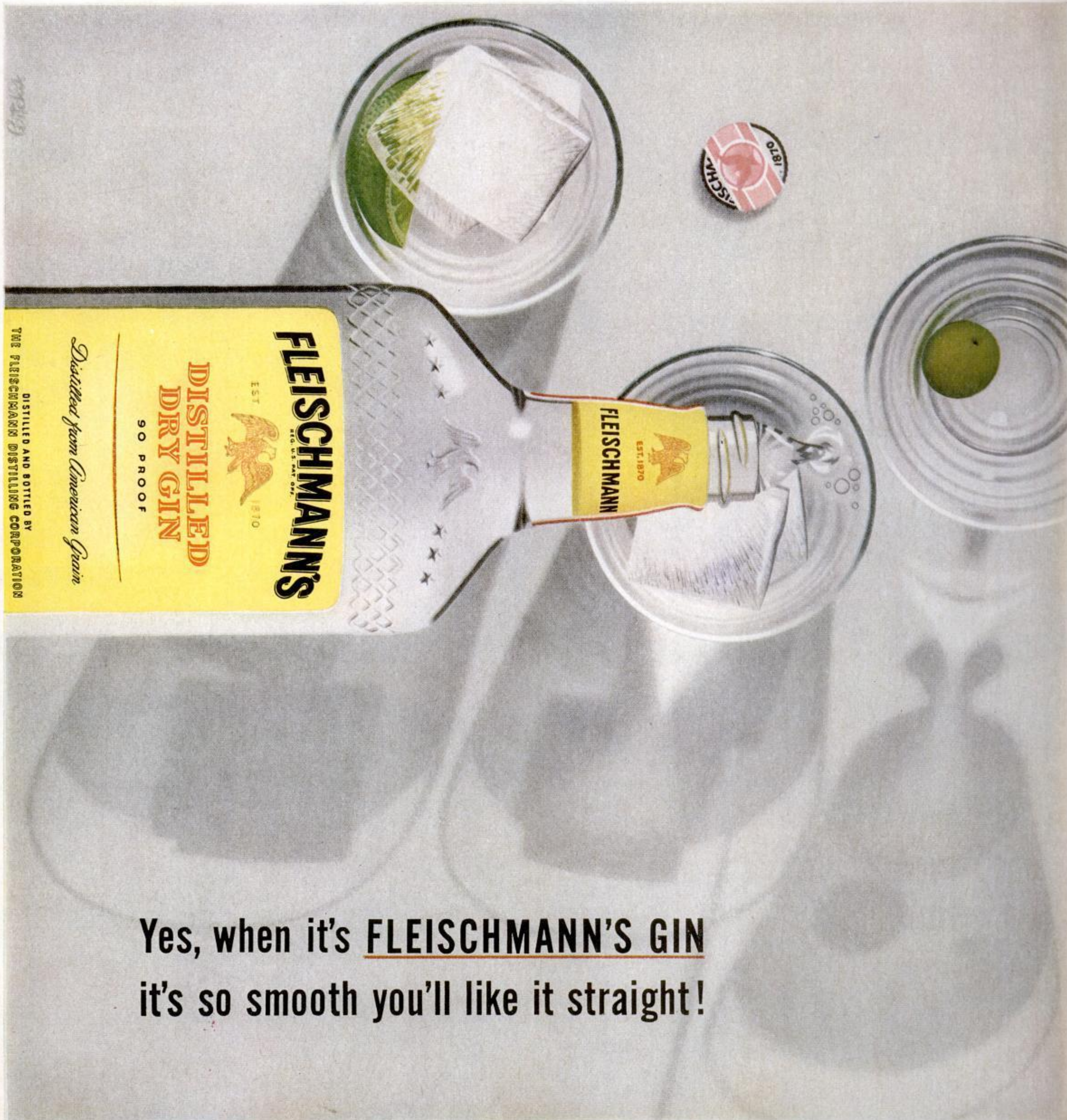
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government that they had decided to relinquish their special rights in China. Moscow understood that the American and British renunciation would by its effect on the Chinese people constitute a great hindrance to the Russian Communists' present and future designs on our country. Now Stalin began to plot how to stop China's rise as an independent, united and strong nation.

In order to make the United States discontinue its aid and to bring about a collapse of our war effort, the Chinese Communists spread rumors in the American military advisory mission that China was secretly negotiating with Japan to end hostilities. The new treaties of equality were stigmatized as "a policy of appeasing China's ruling class" and as an effort to help the Chinese government "control the country after the war." Thus began a purposeful slander of the Chinese government which was steadily expanded. Tass, the Russian news agency, and Communist propagandists in America and elsewhere began to predict "civil war," leading people in and outside the American government to believe that "diehards" in Kuomintang were bent upon fomenting it. American and international Communists worked overtime to turn American public opinion against the Republic of China and its government. Such adjectives as "corrupt," "incompetent," "reactionary" and "dictatorial" were flung at our government and at me personally.

Simultaneously the Russian Communists took steps to cover up the Chinese Communists' direct subordination to Moscow. The international Communists and their fellow travelers no longer referred to the Chinese Communists as an ordinary Communist party, but as "a democratic party" of Chinese farmers and "agrarian reformers." Moscow's "dissolution" of the Communist International which occurred in May 1943 was an important step in this stratagem.

THERE had been a secret understanding between Japan and Russia for several years, based upon a partition of China's territory between them. The Japanese militarists were naive enough to believe that Moscow would honor an arrangement, proposed by Japan and agreed to by Soviet Russia, to allot Outer Mongolia, Sinkiang, Tibet and a part of northwest China to Russia; with Manchuria, now the puppet "Manchukuo," and parts of north, central and south China reserved for Japan. An early sign of this understanding was the close liaison maintained between the Japanese military secret service and the Soviet consulate in Shanghai. Both Japan and Russia secretly collaborated with the Japanese puppet regime set up by Wang Ching-wei in Nanking after Japanese and Chinese Communist incursions had compelled the national government to withdraw westward to Chungking. The Japanese-Russian Neutrality Act of 1941 was but a small part of the grandiose scheme. During the Pacific war it also involved secret coordination between the Chinese Communist and Japanese forces. Chinese Communists frequently tipped off Japanese secret agents to the government's plans of deployment and operations, and on occasion coordinated their attacks on government forces with Japanese military operations. This was why the national government early in the war with Japan threw a military and economic blockade around the principal Communist areas, and maintained it throughout the Pacific war.

As the Russian forces began to turn back and defeat the Germans, at Stalingrad and afterward, the Chinese Communists became increasingly arrogant in their dealings with the national government. They eventually demanded, among other things, that the national government terminate its blockade of their main positions and provide the Communist armies with arms, ammunition and medical supplies provided by the Allied countries. I emphasize these two demands because they were the real issues in what came to be known as the Stilwell Affair.

General Joseph Stilwell was assigned to China by the United States to direct military operations in northern Burma. I appreciated his services and ordinarily I had confidence in his proposals on various matters. However, General Stilwell was one of those influenced by the propaganda of American Communists and their fellow travelers depicting the Chinese Communists as patriotic democrats and defaming me as a diehard and reactionary Fascist. He asked me to have the government and Communist troops re-equipped on an equal basis, to send the Communist forces into battle, and at the same time use against the Japanese the government troops immobilized because of the Chinese Communists' threat to revolt.

I regret to say that he had no idea whatsoever of the Chinese Communists' schemes. He did not believe that the Communists

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MISGUIDED ALLY, in Chiang's opinion, was U.S. General Joseph Stilwell (right), who was greeted cordially by Chiang in 1942. But Stilwell, says Chiang, unwisely urged Chiang to put more trust in Communists.

CHIANG KAI-SHEK CONTINUED

had tried to sabotage China's national revolution. Nor did he foresee what the Chinese Communists would do, once they were re-equipped and sent out of the "border area" where they were blockaded, to impede China's war effort and overthrow the government. When General Stilwell first came to China, I should have confided in him all the facts about Russia's intrigues and her real aims in China's revolution and the war. He might then have had a better understanding of the situation. I came to regret very much that I did not do this, but I thought he had just come to China and we had not had time to build a relationship of mutual trust. On this point it might be said that I made a mistake. To this day my heart still aches over this unfortunate affair.

In October 1944, General Albert C. Wedemeyer succeeded General Stilwell. General Wedemeyer left the Chinese Communist problem to Ambassador Patrick Hurley, but he acquired a good knowledge of the Chinese Communists and did not fall for their propaganda. This explains the perfect cooperation between China and the United States during the period of Ambassador Hurley's and General Wedemeyer's service together in China. Early in 1946, when the United States was engaged in mediating the dispute between the Chinese government and the Chinese Communists, and taking a hand in the reorganization of the Chinese Communist forces, General Wedemeyer had to leave China and return to America.

ONCE the war was over, Moscow immediately unleashed its comprehensive plan to conquer China from without and subvert her within. The Chinese Communists immediately took advantage of the postwar situation to seize 200 cities, increase the number of counties in their so-called "liberated areas" from 70 to 200, and seize or destroy main lines of communication in north and central China. Particularly in Manchuria, which the Russians had overrun on the pretext of late entry in the war, the Communists obstructed the national forces in accepting the surrender of Japanese forces and re-establishing order. In short, the Chinese Communists proceeded immediately to armed rebellion while enlisting the sympathy of many people in the United States and elsewhere for their demands that they be admitted coequally to a "coalition government," be allowed a great enlargement of their military forces and be generally permitted to place themselves in a position to take over China. While doing all this, they persuaded much of the world that reactionary, Fascist "diehards" in Kuomintang and my government were instigating "civil war" in China!

At Yalta in early 1945, without China's participation, the United States, Great Britain and Soviet Russia concluded a secret agreement which represented a victory for Stalin and sacrificed many of China's territorial rights. It would be unrealistic to deny the influence which American policies toward Soviet Russia and China exerted on our own negotiations with Russia in 1945. Nevertheless, it is also true that I, at this time, rested our foreign policy in part upon a belief that "peaceful coexistence" between China and Soviet Russia would be a factor of basic importance to peace and security in Asia. Therefore, in a conscious attempt to find a way once again to "peaceful coexistence," and at the expense of important concessions of our

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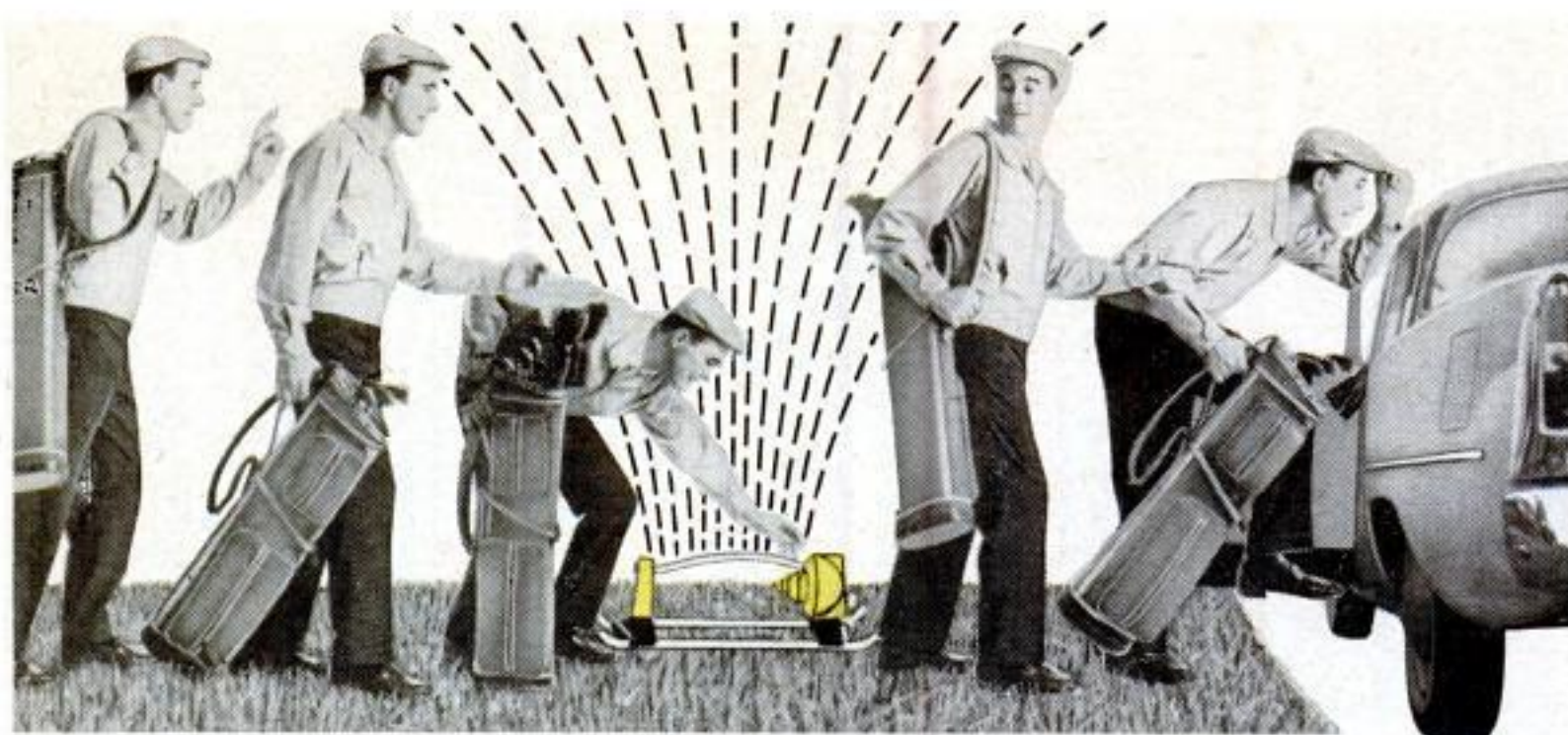
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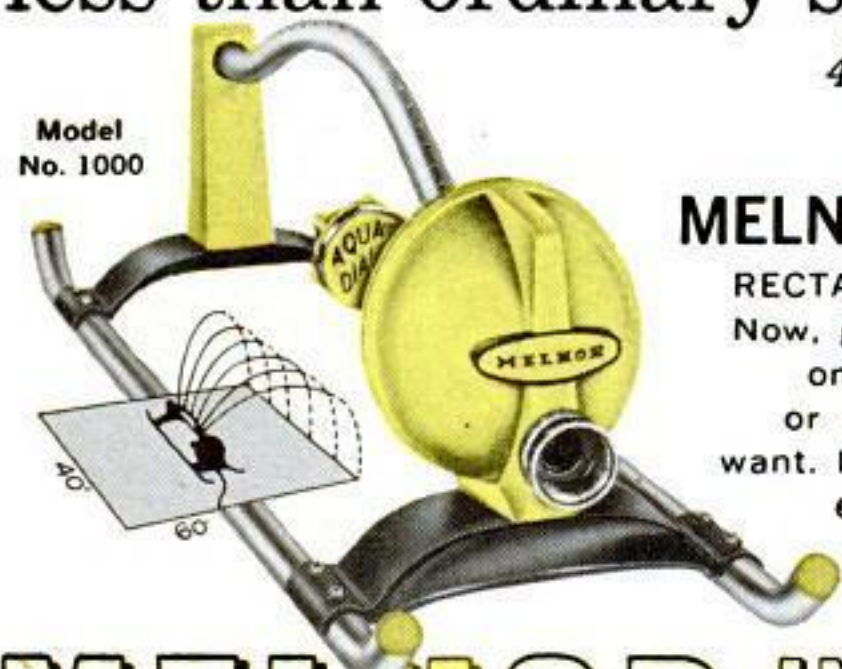
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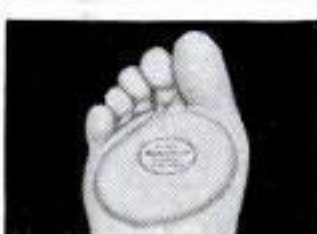
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MOMENTARY TRIUMPH came in 1945 when crowds cheered Chiang after surrender of Japanese. But he still had Communist enemy to fight.

CHIANG KAI-SHEK CÓNTINUED

rights and interests, we concluded a Sino-Soviet Treaty of Friendship and Alliance in August 1945. This marked the beginning of our third attempt at "coexistence" with the Soviet government and China's Communists.

In this period Stalin repeatedly urged me to adopt what he called an "independent" policy as between the United States and Russia, in reality a "neutralist" position that in the end would have left us no choice but to rely completely upon Soviet Russia. Stalin said during these exchanges that Russia's moral and material support would not be given to the Chinese Communists, but to the national government. Twice he invited me to visit him in Moscow. My son, Chiang Ching-kuo, did visit Stalin at this time as my personal representative, but I courteously declined both invitations. Later, the Communists spread a rumor at the American embassy that I had twice gone behind the back of the United States to seek meetings with Stalin.

Such was our situation of technical "peace" and actual rebellion in the first year of victory.

The Chinese government at this juncture was free to choose between force and peaceful means. Either one, fully exploited, would have solved the Chinese Communist problem. In choosing peaceful means, I had every confidence in being able to keep the situation under control and to put down a Communist insurrection if there should be an open attempt at one. But the Communists, operating in foreign countries as well as in China under Moscow's direction, used the cloak of "peaceful coexistence" to conceal their armed insurrection, which in turn was used to strengthen and intensify their political offensive. This put the government in the difficult position where it could neither have peace nor wage war.

The Chinese government had first of all to win international understanding. For the time being, in order to show the world where responsibility for the insurrection rested, the government had no choice but to remain on the defensive and to permit the Communists to take the initiative. Result: insurrection rapidly spread. There came a time when the government, forced to mobilize, lacked the power any longer to mobilize and to maintain law and order.

This was the background of General George C. Marshall's mission to China as special envoy from the U.S., and of his efforts over the next 13 months to mediate between Kuomintang and the Chinese Communist party.

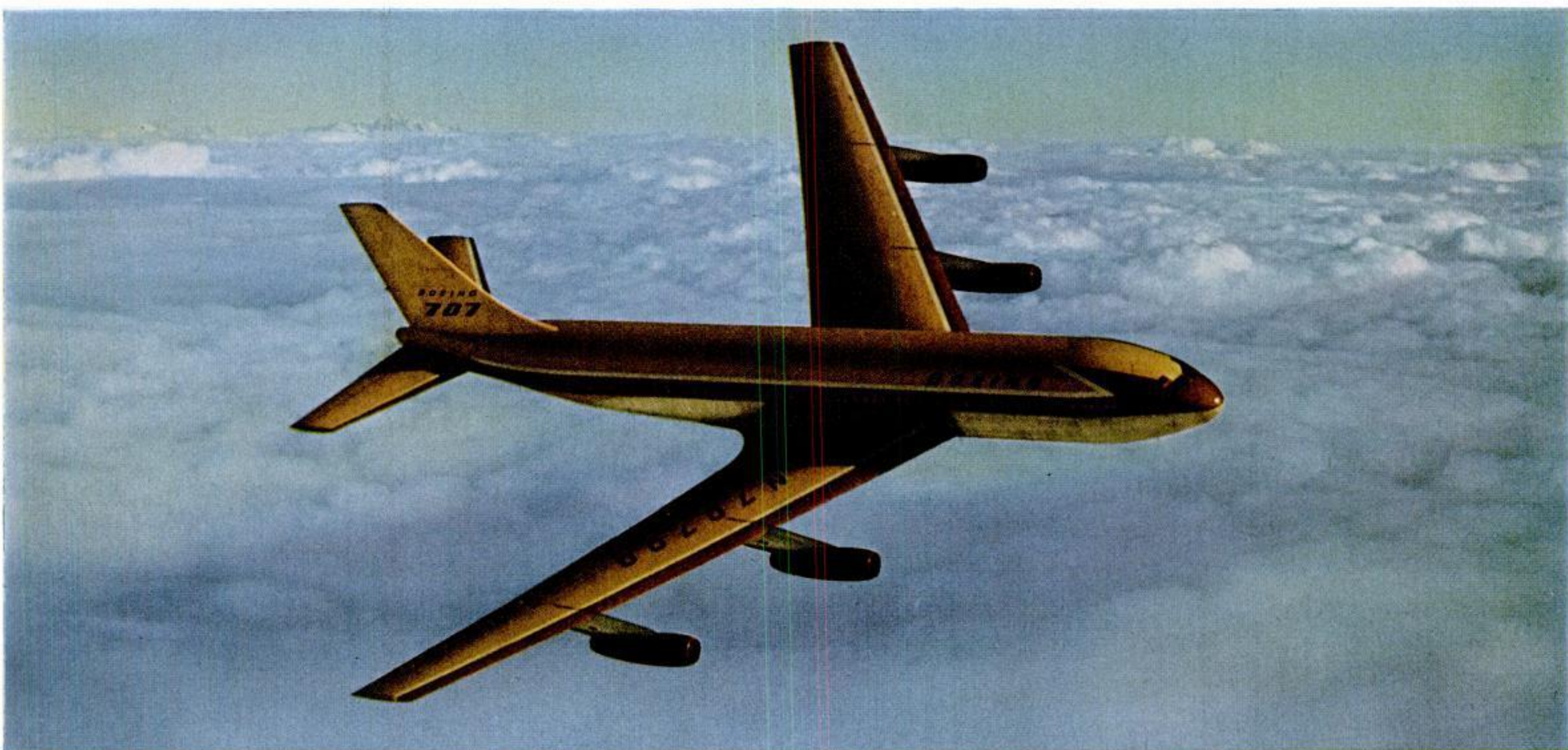
'DEFECTS, MISTAKES' AND THE FUTURE

In next week's issue Chiang Kai-shek explains how the failure of the Marshall mission meant that "a glorious episode of Sino-American cooperation in the cause of freedom came to an end." He analyzes Chinese "defects" and "mistakes... responsible for China's tragedy" and outlines a policy based on "the strategy of detours and... indirect warfare" to combat Communism in Asia.



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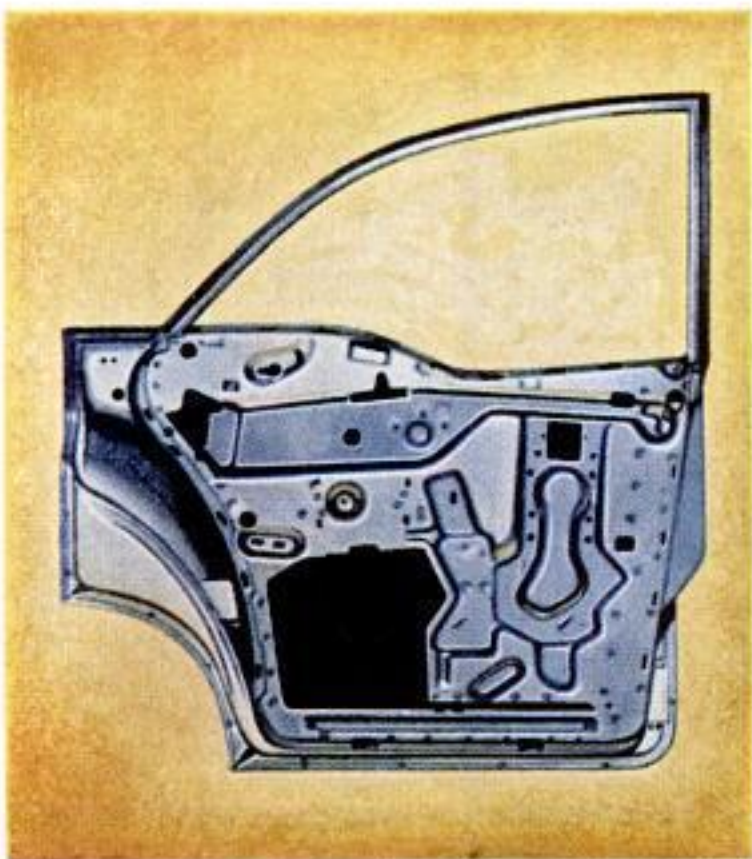
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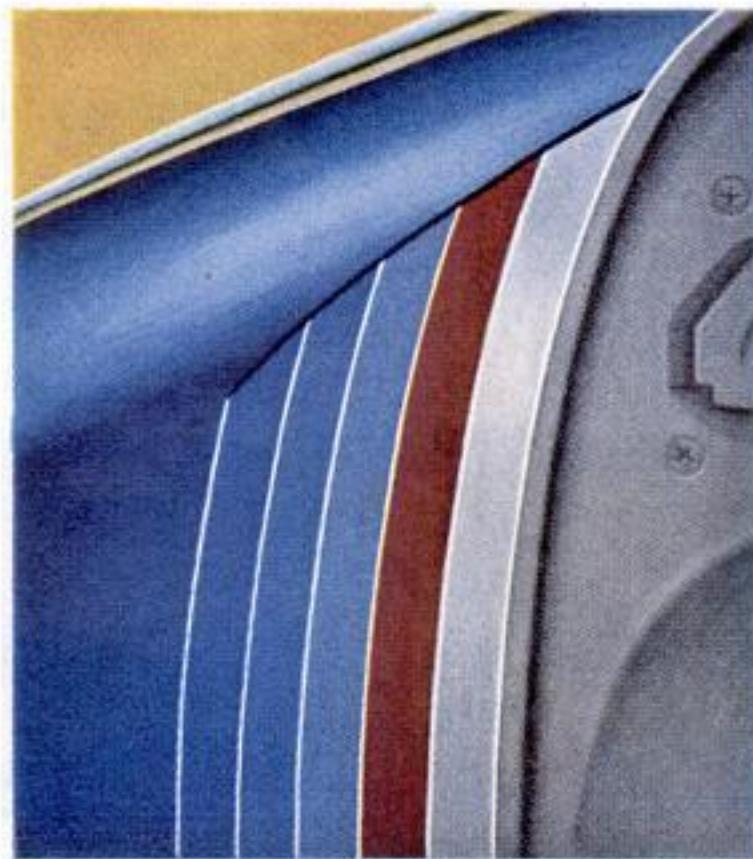


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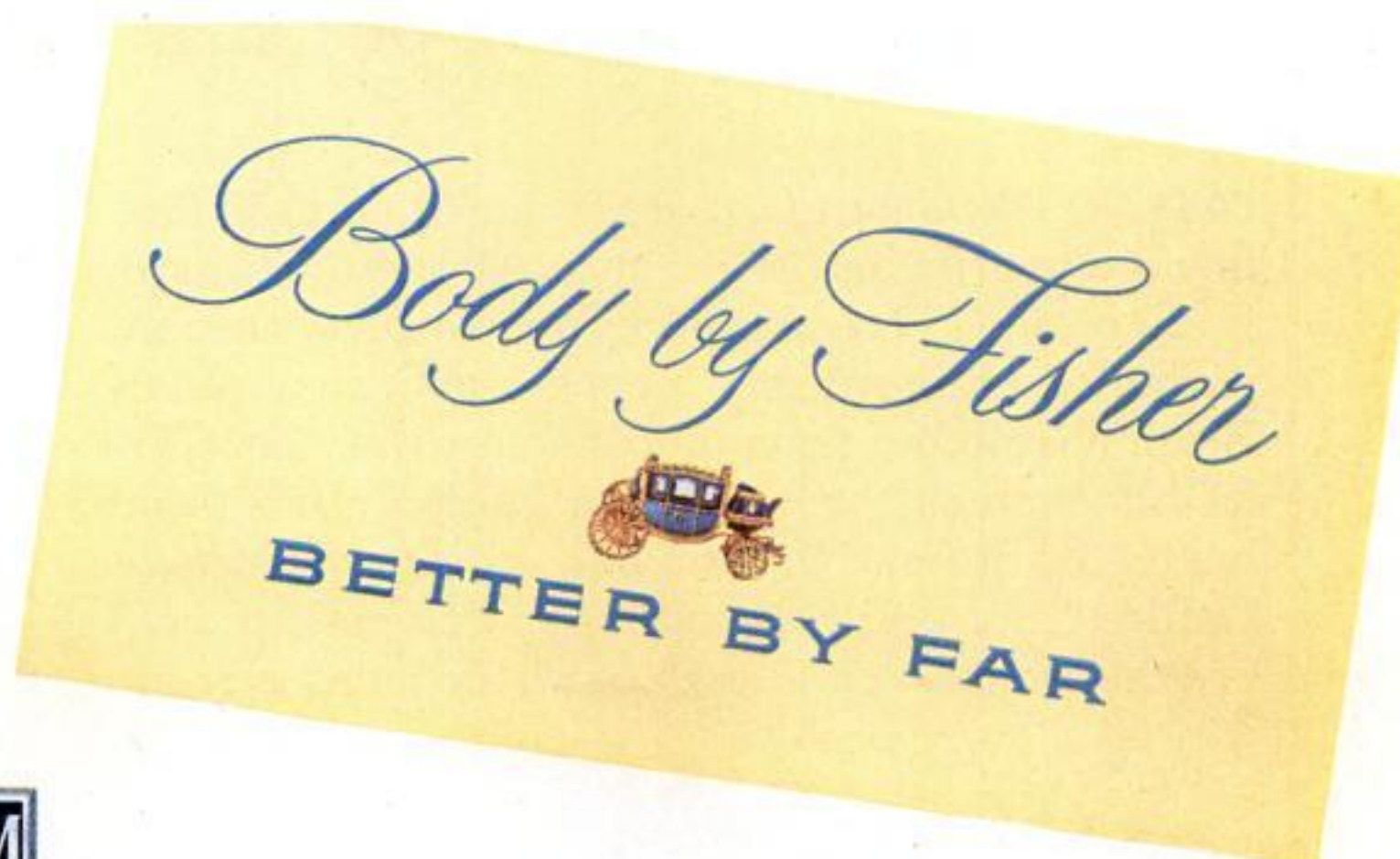


...and make a finish hit high "see"

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Patio Spectacular!

with golden cling peaches broiled on Kaiser "Quilted" Foil

EASY TO FIX: Just marinate two-inch lamb squares in your favorite barbecue sauce. (Or use other meats if you prefer.) Thread squares on skewer with small parboiled onions, green peppers and mushrooms. Broil. Then about ten minutes before the meat turns its handsomest brown, place golden cling peach halves on Kaiser Broiler Foil (the new, stronger "quilted" foil). Fill the hollows with catsup, chili, or other relishes, and grill until the meat is ready.

A single sheet is all you need with "quilted" Kaiser Broiler Foil—it's super strong—wider, too. "Quilted" to resist tearing and splitting—it's the only foil made especially for cooking—indoors or out.



the only foil that's "quilted" for extra strength



DOING HOMEWORK was chore of E. J. McClanahan of a Standard Oil of California subsidiary.

Work, Fun for Bosses

THEY STUDY AT ASPEN

To Aspen, Colo. this month came 15 important business executives to look at scenery, do gymnastics and talk—among other things—about Aristotle. Together they direct corporations worth \$5 billion and last year sold more than \$9 billion worth of goods around the world. The list included vice presidents of Standard Oil of Indiana and Chicago's First National Bank, the presidents of Borg-Warner, Motorola and Continental Airlines, and the chairmen of Sears, Roebuck, Pure Oil, Montgomery Ward, Cummins Engines and International Packers.

They had come to Aspen's Health Center because Walter Paepcke, founder and chairman of Container Corporation, had convinced them that as business leaders they needed physical and mental exercise. They divided their time between gym workouts intended to cut down their waistlines and collegelike seminars intended to broaden their intellectual interests. What they discussed is told on the next page.

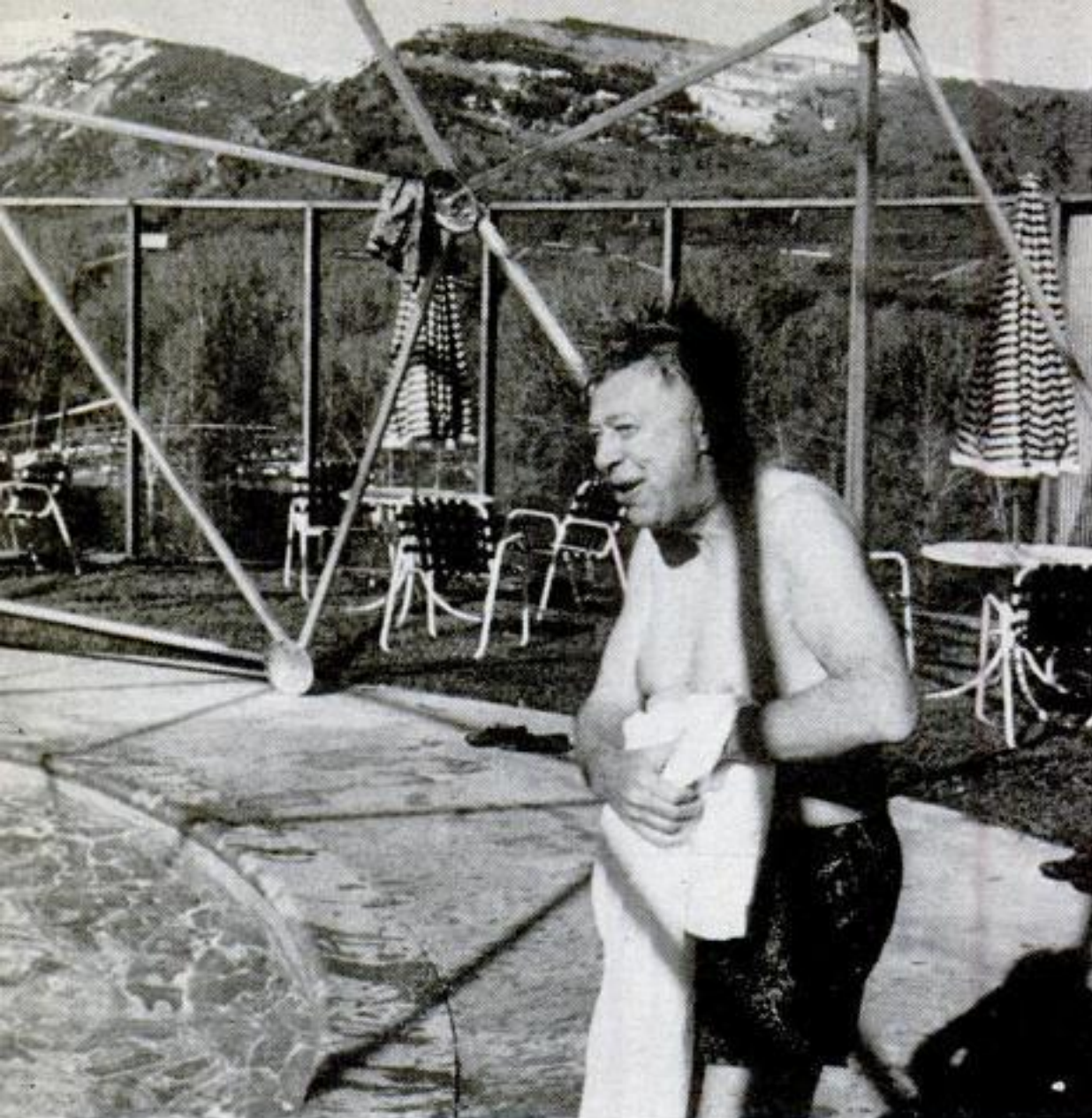


MAKING A POINT, McClanahan defends Eisenhower doctrine as motivated by a desire for peace.



SIGHTSEEING TRIP up Aspen's chair lift was one of the executives' diversions. In first chair is

C. H. Shaver of U.S. Gypsum. Behind him is Eugene Lilly who escorted businessmen around Aspen.



EARLY MORNING SWIM in an outdoor pool attracted a few executives. This is Theodore Houser of Sears, Roebuck, who missed only one morning.



BUSINESS SEMINAR brought together (left to right) J. Irwin Miller, chairman of Cummins Engine Co.; Sterling McMurrin of the University of Utah;

Theodore Houser, Sears; Robert Galvin, president of Motorola; Walter Paepcke; McClanahan; and (in profile) Robert Ingersoll, president of Borg-Warner.

AN ARGUMENT ON ARISTOTLE AND CORPORATE PROFITS

Any doubts the executives may have had about the project were attacked right at the start by William Gomborg, a former labor union brain-truster and a conference adviser. "You are the leaders whether you admit it or not," he told the 15. "Your decisions mean more than three or four governors. They aren't just economic. They are political. Industry is the creative force in today's society."

The subject that most interested the executives was the proper present-day relation of profits and ethics. As part of their preconference study they had been assigned reading from Aristotle's *Politics*, in which he says that retailing is worse than anything but lending for gain. Retailers "turn every quality or art into a means of getting wealth. This they conceive to be the end and to the promotion of the end they think all things must contribute."

As it turned out, most of the executives at the conference were willing to accept profit as the only end of business because they felt that profit is not only the legal purpose of corporations but also that profit competition is beneficial to society. Said Thomas Taylor, the chairman of International Packers Limited, "I'm of the concept that the sole role of management is to create wealth and pass it on to the stockholder."

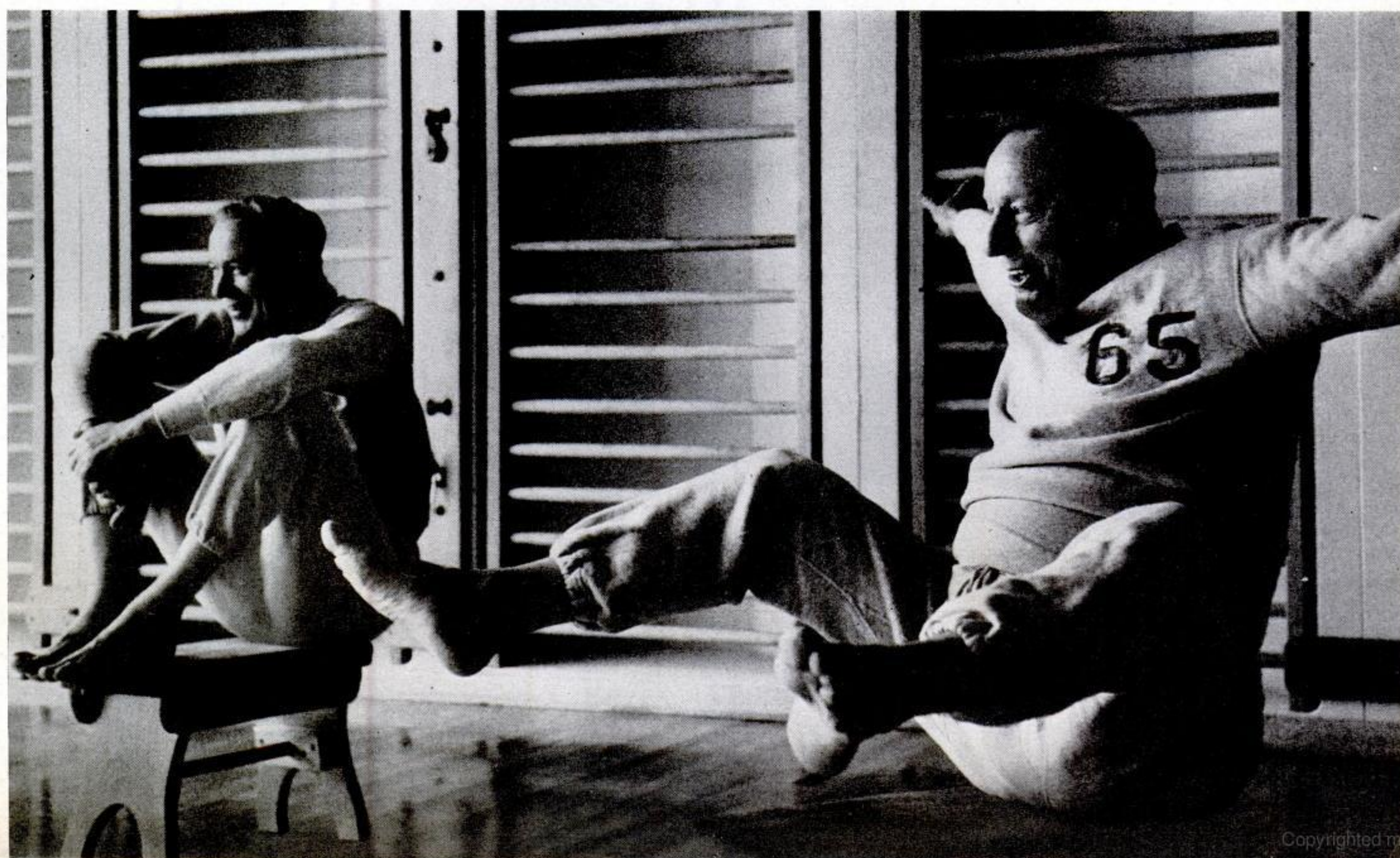
Gaylord Freeman, vice president of Chicago's First National Bank, amplified the point. "Profits are the purpose of any corporation," he said. "There's no uncertainty on that score, but any corporation that is harmful to society will fail because it will not make profits in the long run."

Both men were rebutted by some of the executives who argued that a corporation must

accept greater social responsibility. Said Irwin Miller, chairman of Cummins Engines, "Management can make a profit over a long run and still do harm to society. There's a great big danger in this idea that because you make a profit you benefit society. That takes all the disciplines off us. Profits are the means, an instrument society uses to get a corporation to do things for it, not an end in themselves."

Although the businessmen remained divided on the problem of profits and ethics, they did agree that Paepcke's program was good for them. "If business doesn't hammer out a philosophical base," one of them said, "business will be out of business." The conference ended, the executives headed back to their work feeling better and making lists of the promising young executives whom they wanted to go through the same brain and brawn exercises.

IN THE GYM, KRAFT FOODS BOSS J. CLYDE LOFTIS BALANCES DURING A STOMACH-TIGHTENING EXERCISE WHILE C. H. SHAVER, GYPSUM PRESIDENT, RESTS



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UPSHOT OF A KISS

There is something in almost every wedding that sets it apart from all the rest, something that people will talk about for a long time after. In Herrin, Ill., Glenda Margraves had just been married to Ronald Botwinski. On the steps of the church the bride lifted her veil and shut her eyes for the wedding kiss. At the moment that the bridegroom kissed her, the veil stood straight up in the air. It was a gust of wind that did the trick, but it seemed to the wedding guests that the kiss was having an electrifying effect.



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